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# *City of Coachella* *General Plan 2020*

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City of Coachella

# City of Coachella

## GENERAL PLAN 2020

***DRAFT***

September, 1996

***ADOPTED***

General Plan 2020

October 7, 1998

***CERTIFIED***

Housing Element

October, 2001

(separate document)





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City of Coachella  
General Plan 2020

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**City of Coachella**  
**General Plan 2020 - Environmental Impact Report**  
*under separate cover*

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# INTRODUCTION

---

Coachella is a desert community, incorporated in 1946, and located southeast of the San Geronimo Pass, east of the San Jacinto and Santa Rosa Mountains and north of the Salton Sea, at the southernmost end of the urbanized Coachella Valley. It is bordered by the City of Indio to the northwest and portions of unincorporated Riverside County to the north, south and east. Figures 1 and 2, Regional Location Map and Vicinity Map, depict the City's location within the Coachella Valley.

The current City limits encompass 21 square miles of mixed urban, agricultural, commercial, industrial and vacant land. The city limits of Coachella, the City's Sphere of Influence, and the Planning Area are shown on Figure 3, City of Coachella Planning Area.

Coachella is poised for a dynamic future. Economic forces influencing the City of Coachella's growth are expanding tourist oriented resort facilities, the explosive growth of Indian gaming in the Coachella Valley, a strong, well established agricultural production and export industry, and the advent of international trade corridors facilitated by the North American Free Trade Agreement (NAFTA).

Coachella's agricultural heritage dates back to the late 1800's. Agriculture continues to play an important role in Coachella's economy and at present, much of the area surrounding the City is under cultivation with crops ranging from date groves to field crops. The warm, year-long growing season combined with ample amounts of water from the Colorado River create a favorable environment for cultivation. The strong influence of agriculture can be seen on Figure 4, Aerial Map of the Coachella Valley.

Indian gaming came to the Coachella Valley in full force during the mid-1990's. Immediately north of Coachella along the Interstate 10 Freeway, the Fantasy Springs Casino and Spotlight 29 Casino were opened with the potential for other facilities to follow. The Fantasy Springs Casino and Spotlight 29 Casino are operated by the Cabazon Band of Mission Indians and the 29 Palms Band of Mission Indians, respectively. Indian Reservation Land within Coachella's Planning Area also include the Augustine Band of Mission Indians, and the Torres Martinez Desert Cahuilla Indians.

Coachella is situated with excellent access to transportation corridors. The Interstate 10 Freeway crosses the City from east to west near the City's northern boundary, while State Highways 86 and 111 bisect the City diagonally. The Southern Pacific rail line also runs diagonally through the City and provides cost effective transportation for Coachella's agri-business. The rail line connects to major rail systems in the Los Angeles basin to the west and easterly through Arizona to Florida.

The Thermal Airport, a small local airport, is situated in the southern portion of Coachella's Planning Area. The Airport is surrounded by approximately four square miles of County owned land allowing ample room for expansion. The airport currently lies within an agricultural belt and has not been encroached upon by urbanization. Plans for expansion of the Thermal Airport are incorporated in the County of Riverside's Airport Master Plan.

The City of Coachella is aggressively pursuing an extensive program of planning, design and capital improvement engineering and construction to respond to the City's impending growth opportunities.

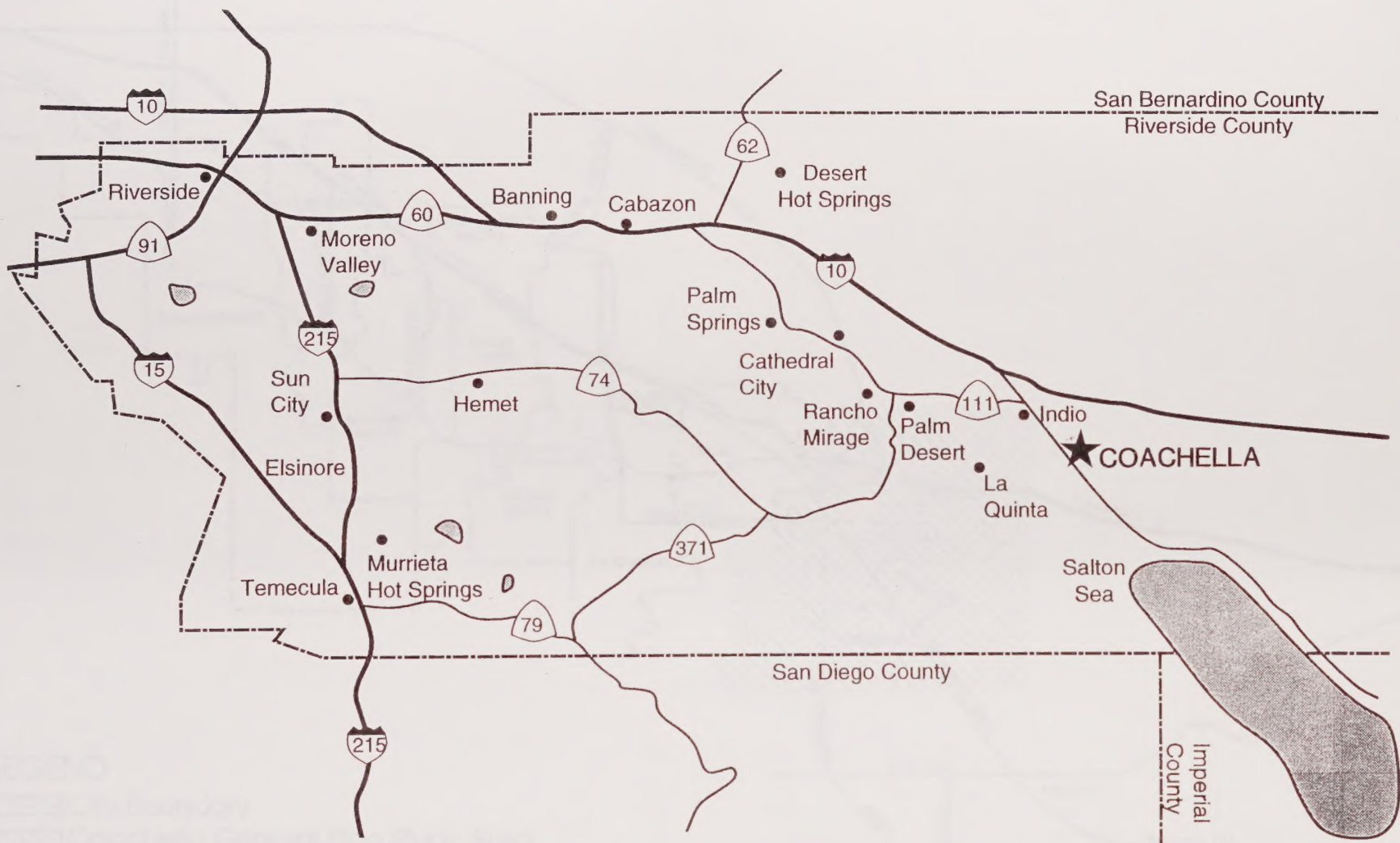
## GENERAL PLAN VISION

The General Plan is a comprehensive policy document which lends substance and definition for achieving the City's vision of the future. The following themes are perceived to be the essence of the community's vision and are the basis of the Coachella General Plan:

- Encourage sustained economic growth recognizing the importance of economic generators, job generators and a balance between jobs and housing.
- Provide for a fiscally sound city with an emphasis on sales tax and transient occupancy tax revenues.
- Establish a Downtown commercial district including a Village Center and MetroLink station.
- Provide a variety of housing conducive to all socio-economic sectors of the community.







 **N** Not to Scale



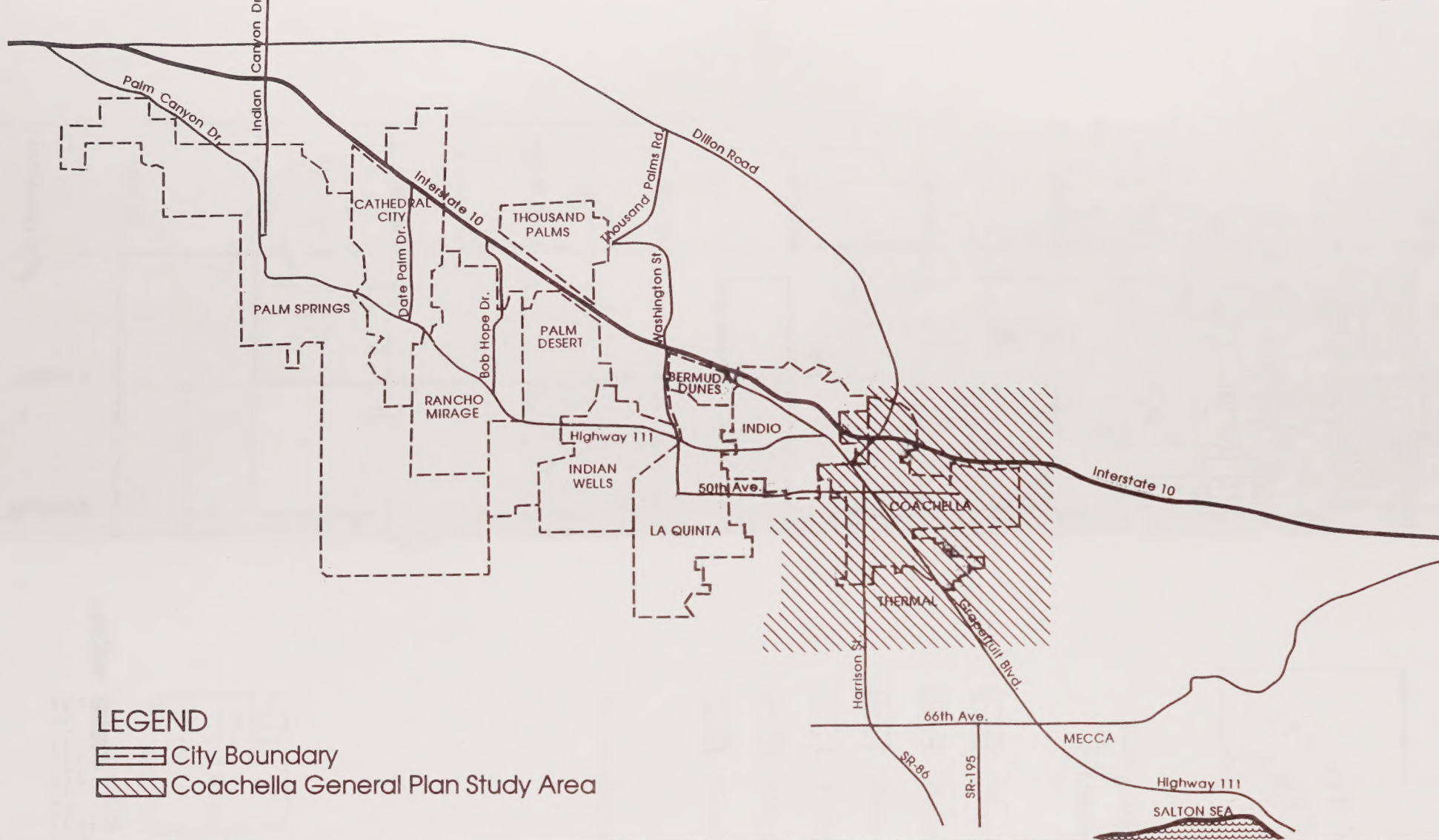
## Regional Map

Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure 1







## LEGEND

- City Boundary
- Coachella General Plan Study Area

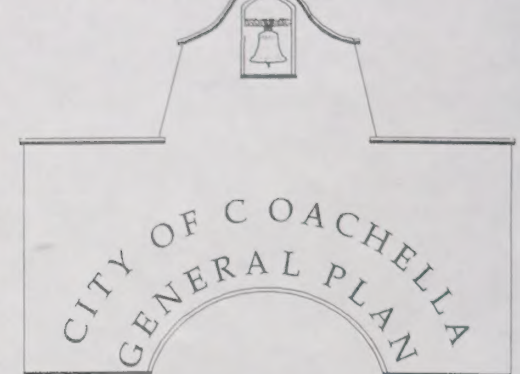
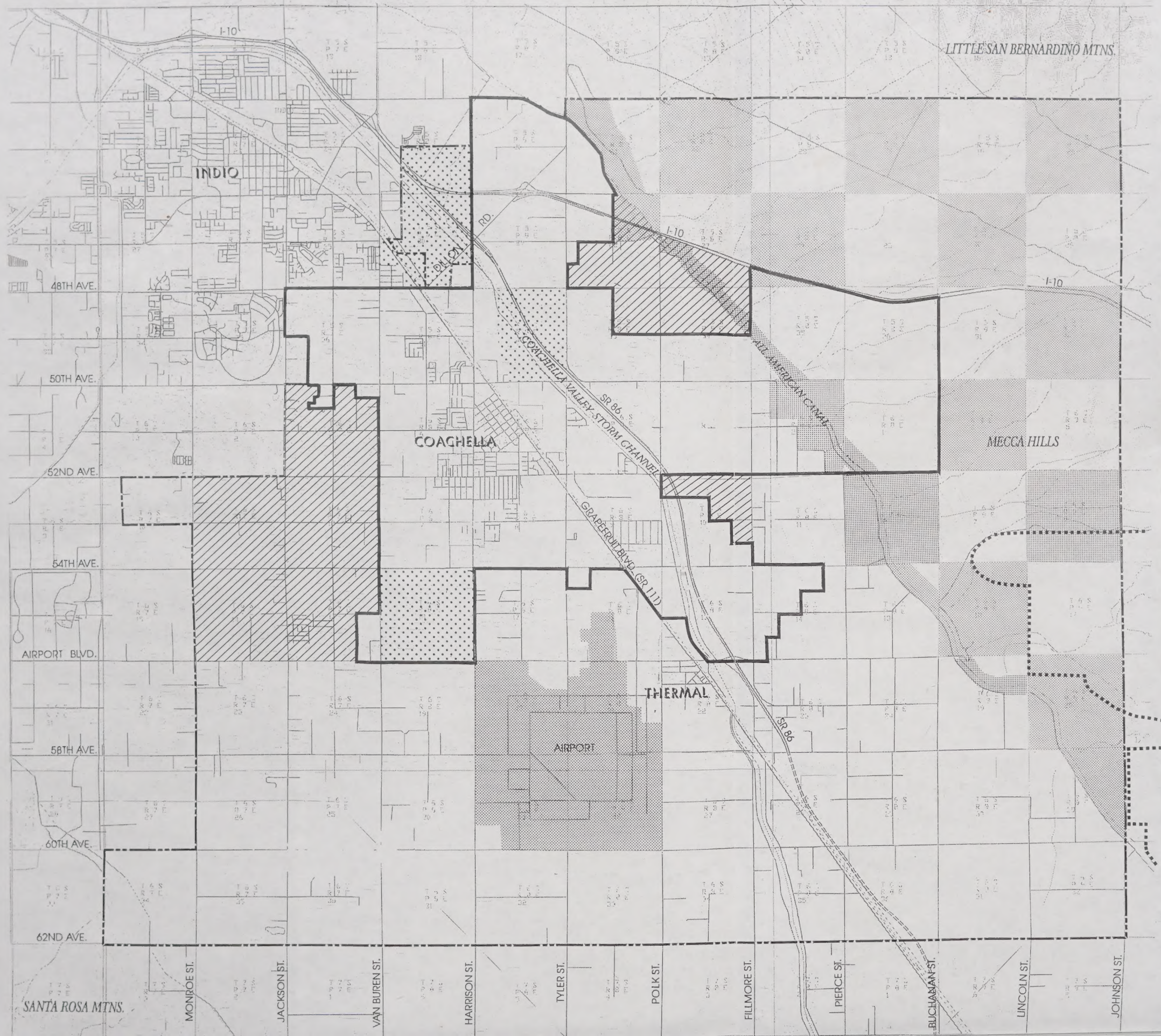
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Figure 2



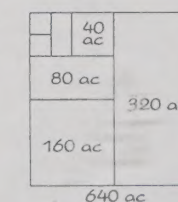




## City of Coachella Planning Area

- Planning Area
- Incorporated City Limits
- Sphere of Influence
- Tribal Lands
- Mecca Hills Wilderness Area
- Government Lands\*

\*Exclusive of R.O.W.'s easements & flood control facilities



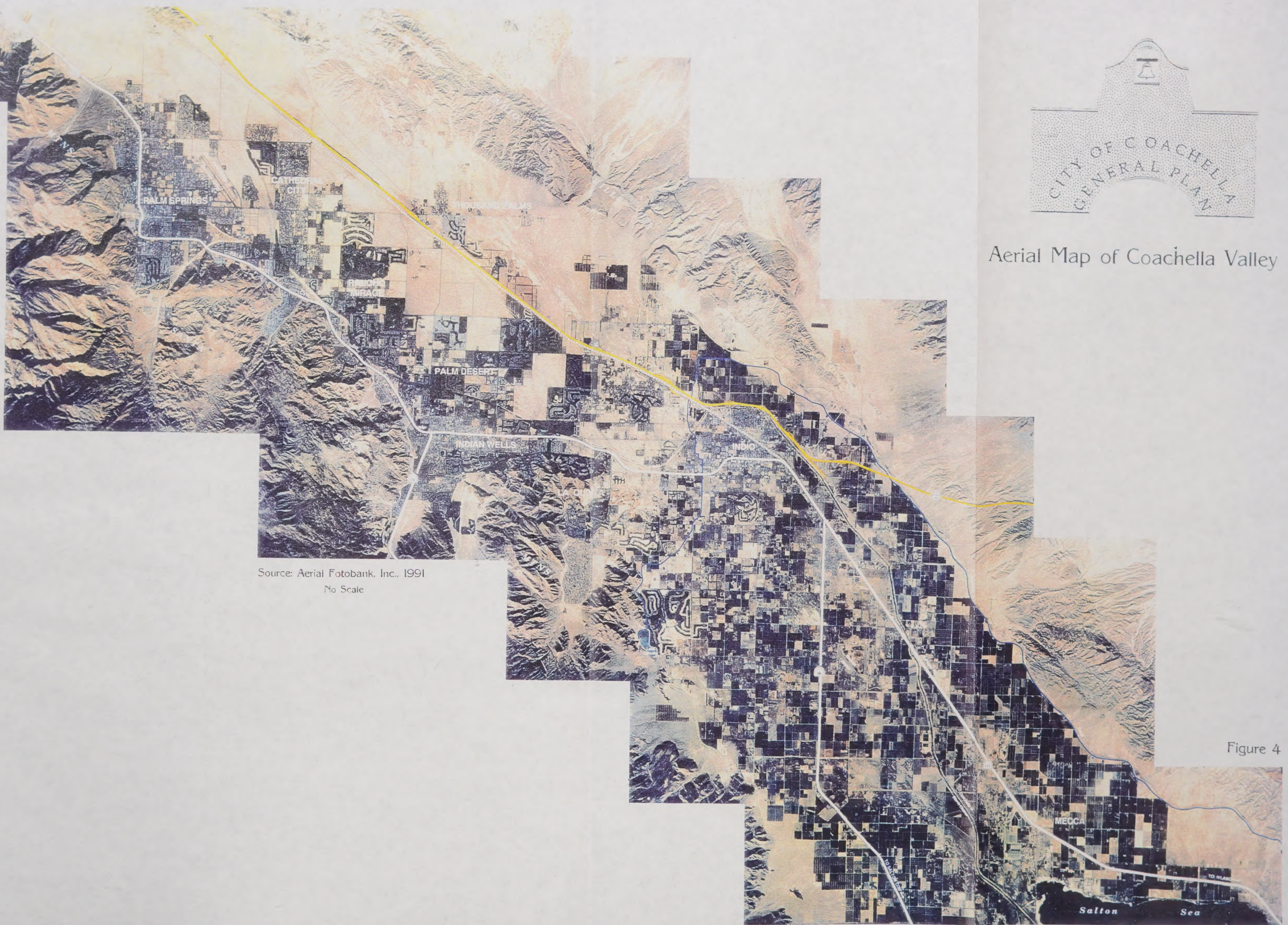
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LAFCO, City of Coachella

0 3000 6000 9000  
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Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262









Source: Aerial Fotobank, Inc., 1991  
No Scale



Aerial Map of Coachella Valley

Figure 4





- Encourage the continued growth and expansion of the City's agri-business industry.
- Encourage economic development within the City's core industrial areas.
- Establish an entertainment area to attract and capture large scale entertainment and recreation opportunities.
- Promote the concept of a Mexican Village retail commercial center as a special attraction for Coachella's residents, visitors and tourists.
- Encourage project designs which incorporate the use of shade and water to create an inviting "Oasis" effect.
- Link Coachella to the macro-economics of the Coachella Valley, the nation and international economies.
- Encourage a sense of community place, identity, success and pride.
- Provide for the systematic, continual upgrade and improvement of City infrastructure.
- Encourage a City government that is action-oriented and proactive on behalf of its citizens.
- Expand family-oriented attractions and facilities to address the social and recreational needs of Coachella's residents.
- Maximize open space and recreational opportunities for Coachella's residents and City visitors.
- Provide public access to amenities and recreational opportunities.
- Evaluate the Whitewater River corridor to the Salton Sea as a recreational trail and park amenity.
- Continue the preservation of prime agricultural land as an important resource within the City.
- Evaluate and enhance the resource value of the San Andreas Fault as a source of geothermal energy.
- Evaluate and enhance the resource value of the San Andreas Fault as an educational and recreational attraction.
- Evaluate and enhance the resource value of the Salton Sea for tourism and agri-business.
- Plan for emergency preparedness including the identification and protection of lifeline transportation routes, evacuation routes and critical facilities.
- Organize the community for action to provide services in each neighborhood, communicate regularly and to assist in implementing the General Plan. The eight colonias, residential districts, that are currently in place provide the means to implement the General Plan goals, objectives and policies to achieve the Coachella of Tomorrow.

Projected growth of the community requires the City to revise its existing goals, objectives and policies in order to provide its residents, officials and staff with current and consistent decision making guidelines. Furthermore, implementation measures have been included in the General Plan to direct growth and development within the City to the desired future.

## DEVELOPMENT OF THE GENERAL PLAN

The General Plan is the community's blueprint for land use and development policy. Residents within eight "colonias" (residential districts) were initially invited to participate in workshops to discuss city planning strategies in March of 1995. Figure 5 depicts the Colonias in the City of Coachella. Through a series of community workshops including residents, public agencies, public utility companies and civic groups, the Coachella City Council and Planning Commission developed goals, objectives, policies and implementation measures to direct the city toward future development. The adoption of the General Plan requires public hearings and environmental review as well as citizen participation to build consensus and determine future directions.

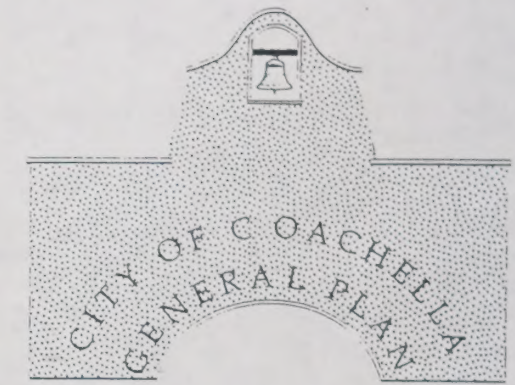
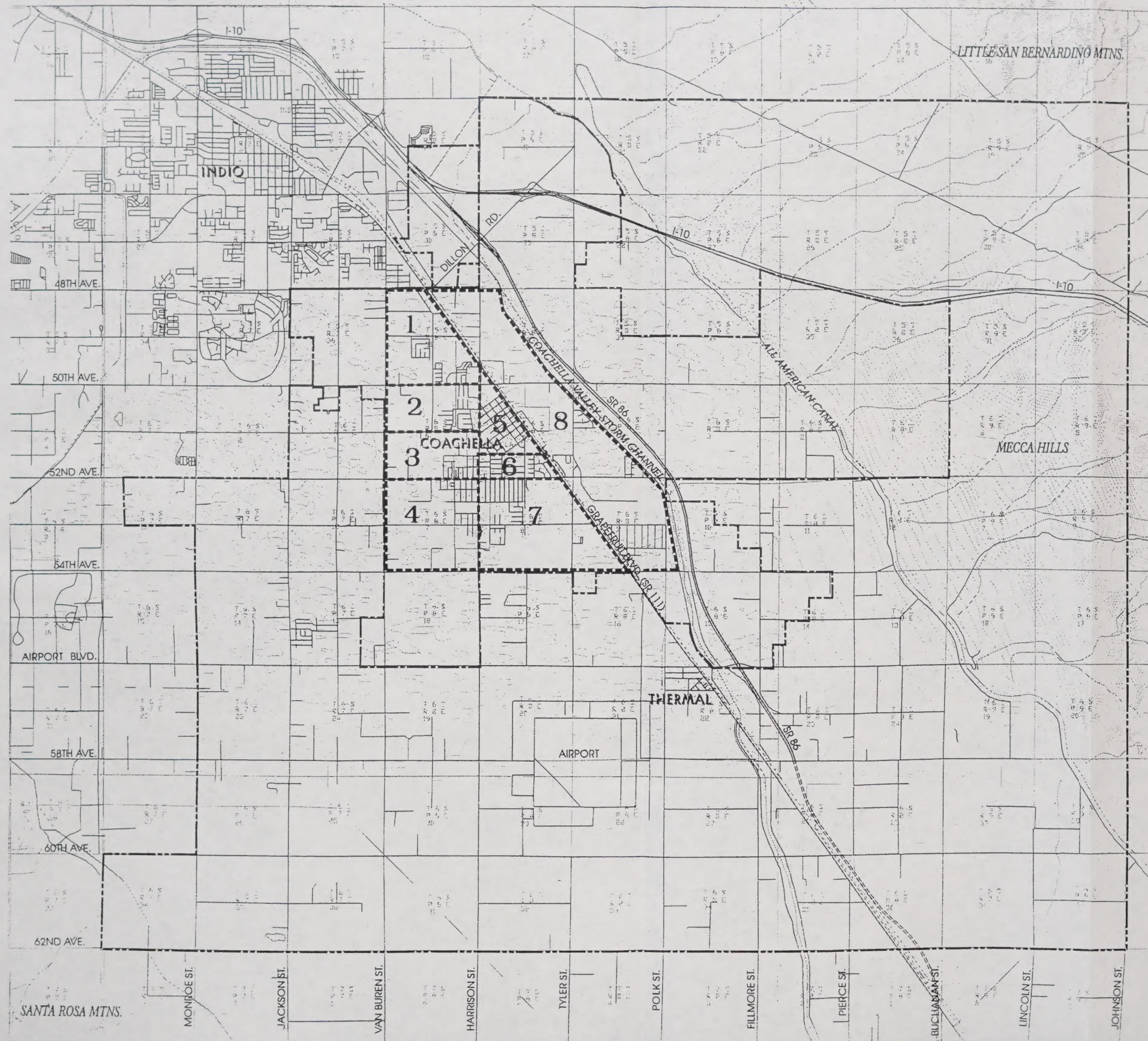
## NATURE AND SCOPE OF THE GENERAL PLAN

The Coachella General Plan Update has been prepared pursuant to California Government Code Section 65300, *et. seq.*, which requires the legislative bodies of counties and cities to "adopt a comprehensive, long term general plan for the physical development of the community". In accordance with state law, the General Plan encompasses both incorporated and unincorporated territory bearing a relation to the City's planning concerns.









## Colonias Diagram

- 1 Cesar Chavez Colonia
- 2 Westerfield Colonia
- 3 Bagdouma Colonia
- 4 Coachellita Colonia
- 5 Downtown Colonia
- 6 Dateland Colonia
- 7 Valley View Colonia
- 8 East Coachella Colonia

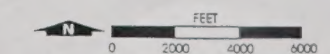


Figure 5





The Planning Area extends beyond the Sphere of Influence, as recognized by the Riverside County Local Agency Formation Commission, in order to display the City's ultimate area of interest.

In accordance with state law, the General Plan addresses a "broad and evolving range" of physical, social and economic issues associated with the City's continuing development. Furthermore, the General Plan makes specific application of these issues to the local community through a variety of goals, objectives, policies and implementation measures.

The Coachella General Plan is a compilation of thirteen elements, including the seven elements mandated by the State General Plan Guidelines, the required Air Quality element, the two elements required by Assembly Bill 939, as well as four optional elements of local significance. The four optional elements that Coachella has chosen to include are Urban Design, Agriculture, Economic Development and Fiscal. Each element complies with the content requirements of California Government Code Section 65300 *et. seq.* Once the General Plan is adopted, both mandated and optional elements carry equal force and effect of law.

| General Plan Elements |                                               |
|-----------------------|-----------------------------------------------|
| Mandated Subjects     | Coachella Elements                            |
| Land Use              | Land Use                                      |
| Circulation           | Circulation, Infrastructure & Public Services |
| Housing               | Housing                                       |
| Conservation          | Conservation                                  |
| Open Space            | Open Space                                    |
| Noise                 | Environmental Hazards & Safety                |
| Safety                | Environmental Hazards & Safety                |
| Air Quality           | Environmental Hazards & Safety                |

| Optional Subjects            | Coachella Element            |
|------------------------------|------------------------------|
| Source Reduction & Recycling | Source Reduction & Recycling |
| Household Hazardous Waste    | Household Hazardous Waste    |
| Urban Design                 | Urban Design                 |
| Agriculture                  | Agriculture                  |
| Economic Development         | Economic Development         |
| Fiscal Policies              | Fiscal                       |

The Land Use Element of the General Plan designates the proposed general distribution, general location and extent of the uses of land. It also includes a statement of the standards of population density and building intensity.

The Circulation Element of the General Plan is consistent with the Land Use Element and identifies the general location and extent of existing and proposed major thoroughfares, transportation routes, bikeways, pedestrian paths and equestrian trails.

The Urban Design Element of the General Plan establishes policies and programs relative to the physical appearance of the City. This element is intended to provide standards that, when implemented, will enhance the City's visual image.

The Infrastructure & Public Services Element of the General Plan identifies the City's policies relative to developing and maintaining an efficient and functional Citywide system of infrastructure and public services. Infrastructure includes water, wastewater, drainage, natural gas, electric and telephone facilities. Public services include law enforcement, fire protection, postal, public education, health care and municipal services.

The Conservation Element of the General Plan provides for the conservation, development and utilization of natural resources including, topographic, geologic, archaeological, historic, biotic, ground water, surface water, energy and mineral resources.

The Open Space and Parks Element of the General Plan identifies the City's policies for preserving open space for natural resources, the managed production of resources, outdoor recreation, public health and safety, and the provision of improved park and recreation facilities.

The Agriculture Element of the General Plan identifies the City's policies for managing the extensive agricultural lands occurring within the City.



|                          |                          |
|--------------------------|--------------------------|
| 1. <i>Chlorophyll a</i>  | 1. <i>Chlorophyll a</i>  |
| 2. <i>Chlorophyll b</i>  | 2. <i>Chlorophyll b</i>  |
| 3. <i>Chlorophyll c</i>  | 3. <i>Chlorophyll c</i>  |
| 4. <i>Chlorophyll d</i>  | 4. <i>Chlorophyll d</i>  |
| 5. <i>Chlorophyll e</i>  | 5. <i>Chlorophyll e</i>  |
| 6. <i>Chlorophyll f</i>  | 6. <i>Chlorophyll f</i>  |
| 7. <i>Chlorophyll g</i>  | 7. <i>Chlorophyll g</i>  |
| 8. <i>Chlorophyll h</i>  | 8. <i>Chlorophyll h</i>  |
| 9. <i>Chlorophyll i</i>  | 9. <i>Chlorophyll i</i>  |
| 10. <i>Chlorophyll j</i> | 10. <i>Chlorophyll j</i> |

The first two groups of the chlorophylls are the most common and are found in all green plants. The third group is found in some algae and the fourth group is found in some bacteria. The fifth group is found in some algae and the sixth group is found in some bacteria.

The seventh group is found in some algae and the eighth group is found in some bacteria. The ninth group is found in some algae and the tenth group is found in some bacteria.

The eleventh group is found in some algae and the twelfth group is found in some bacteria. The thirteenth group is found in some algae and the fourteenth group is found in some bacteria.

The fifteenth group is found in some algae and the sixteenth group is found in some bacteria. The seventeenth group is found in some algae and the eighteenth group is found in some bacteria.

The nineteenth group is found in some algae and the twentieth group is found in some bacteria. The twenty-first group is found in some algae and the twenty-second group is found in some bacteria.

The twenty-third group is found in some algae and the twenty-fourth group is found in some bacteria. The twenty-fifth group is found in some algae and the twenty-sixth group is found in some bacteria.

The twenty-seventh group is found in some algae and the twenty-eighth group is found in some bacteria. The twenty-ninth group is found in some algae and the thirtieth group is found in some bacteria.

The thirty-first group is found in some algae and the thirty-second group is found in some bacteria. The thirty-third group is found in some algae and the thirty-fourth group is found in some bacteria.

The thirty-fifth group is found in some algae and the thirty-sixth group is found in some bacteria. The thirty-seventh group is found in some algae and the thirty-eighth group is found in some bacteria.

The thirty-ninth group is found in some algae and the fortieth group is found in some bacteria. The forty-first group is found in some algae and the forty-second group is found in some bacteria.

|                          |                          |
|--------------------------|--------------------------|
| 1. <i>Chlorophyll a</i>  | 1. <i>Chlorophyll a</i>  |
| 2. <i>Chlorophyll b</i>  | 2. <i>Chlorophyll b</i>  |
| 3. <i>Chlorophyll c</i>  | 3. <i>Chlorophyll c</i>  |
| 4. <i>Chlorophyll d</i>  | 4. <i>Chlorophyll d</i>  |
| 5. <i>Chlorophyll e</i>  | 5. <i>Chlorophyll e</i>  |
| 6. <i>Chlorophyll f</i>  | 6. <i>Chlorophyll f</i>  |
| 7. <i>Chlorophyll g</i>  | 7. <i>Chlorophyll g</i>  |
| 8. <i>Chlorophyll h</i>  | 8. <i>Chlorophyll h</i>  |
| 9. <i>Chlorophyll i</i>  | 9. <i>Chlorophyll i</i>  |
| 10. <i>Chlorophyll j</i> | 10. <i>Chlorophyll j</i> |

The Environmental Hazards & Safety Element of the General Plan incorporates the required analysis to be contained in the state mandated Safety Element, as well as the Noise Element, and includes other hazards such as geologic and seismic, soil, flood, fire, noise and air quality.

The Economic Development Element of the General Plan is concerned with encouraging the steady, sustained economic growth of the City for the increased prosperity of its residents.

The Fiscal Element of the General Plan is concerned with ensuring a fiscally sound city government capable of funding the projects necessary to protect the public health, safety and welfare, and with adequate resources for community enhancement.

The Housing Element of the General Plan, adopted in 1990 and amended in 1991, is included herein. It identifies and analyzes existing and projected housing needs and goals, policies, quantified objectives, and programs for the preservation, improvement and development of housing. The Housing Element identifies adequate sites for housing, including rental housing, factory-built housing and mobile homes, and makes adequate provision for the existing and projected needs of all economic segments of the community.

Associated plans which affect the development of the community and the provision of housing in Coachella include:

- The adopted Redevelopment Plans for the four Project Areas.
- The Five-Year Implementation Plan for each Project Area.
- The Ten-Year Housing Affordability Compliance Plans for each Project Area.

Figure 6, Coachella Redevelopment Project Area Map depicts the boundaries of each Project Area.

## ORGANIZATION OF THE GENERAL PLAN

Each element in the General Plan is designed in a similar format. The format chosen for this General Plan was based on the format used for the La Quinta General Plan, because it was concise, closely followed the State General Plan guidelines, and was readable. Each element is internally consistent as well as consistent with the other elements, such that the entire General Plan provides clear, consistent and unified policy direction. All elements include the following sections:

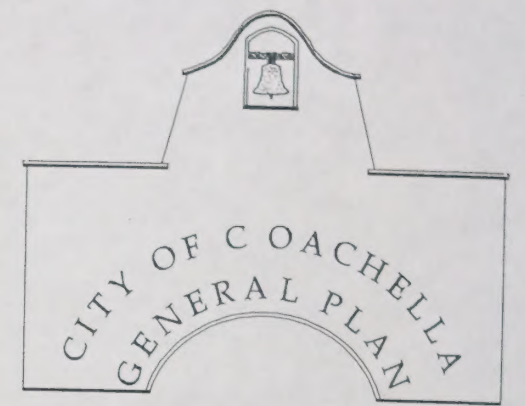
- **Introduction** - Includes a description of the purposes of the element.
- **Existing Setting** - Includes an overview of the existing conditions in the City of Coachella related to the subject of the element.
- **Summary of Key Issues** - Includes a brief discussion of the key issues within the element. The key issues have been identified throughout the process by citizens, city staff, elected and appointed officials and other governmental agencies.
- **Element Vision Statement** - Includes a statement describing the desired future related to the subject of that particular element.
- **Relationship to Other Elements** - Includes a brief statement describing the relationship of the particular element to the other General Plan elements.
- **Element Policy Diagram** - Includes a graphic depiction of the various written policies within the element.
- **Element Goals, Objectives and Policies** - Includes the steps to achieve the desired future envisioned for the community.
- **Implementation Plan** - Includes implementation measures that delineate specific actions necessary to implement identified goals and policies. The agencies responsible for the implementation of the Goals, Objectives and Policies are presented in a matrix at the conclusion of each element.

An Environmental Impact Report (EIR) prepared for the City of Coachella General Plan is available under separate cover. An EIR is required for all planning documents pursuant to the California Environmental Quality Act and guidelines (Public Resources Code 21000 *et. seq.* and the California Code of Regulations 15000 *et. seq.*). The purpose of the EIR is to ensure that citizens and public officials are aware of the environmental implications of the policies and programs in the General Plan.



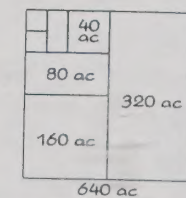
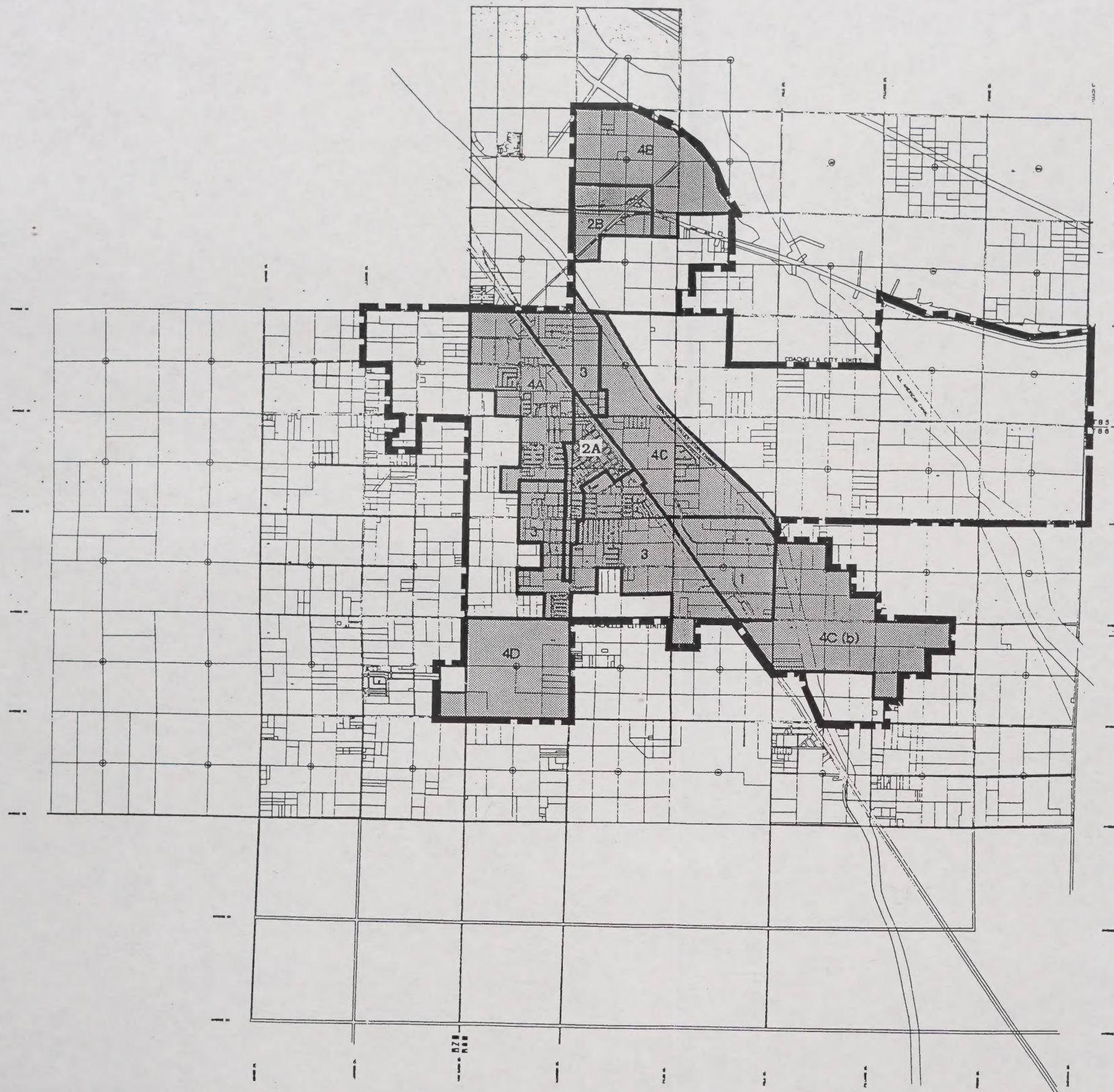






## City of Coachella Redevelopment Program

-  Coachella City Limit Boundary
-  Redevelopment Project Areas



Source:  
City of Coachella Dept. of  
Community Development

Smitty Peroni & Fox, Planning Consultants, Inc.  
285 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure 6





In each of the elements of this General Plan, the goals, objectives and policies will be based on the following definitions:

**Goal**

A concise statement which describes a desired condition to be achieved. A goal is generally not quantifiable, time-dependent or suggestive of specific actions for achievement. Goals are expressed as ends, conditions or states.

**Objective**

A specific end, condition or state that is an intermediate step toward attaining a goal. An objective should be achievable and, when possible time specific.

**Policy**

A specific statement which guides decision making. A policy is clear and unambiguous and is based on the General Plan goals and objectives, as well as the analysis of data.











# LAND USE ELEMENT

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The Land Use Element of the Coachella General Plan identifies and establishes the City's policy relative to the desired future pattern, intensity, density and interrelationship of land uses in the City.

The State General Plan Guidelines require that a land use element:

- Designate the proposed general distribution, location and extent of the use of land for housing, business, industry, open space, including agriculture, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds, solid and liquid waste disposal facilities, and other categories of public and private uses of land.
- Include a statement of the standards of population density and building intensity recommended for the various districts and other territory covered by the plan.
- Identify areas covered by the plan which are subject to flooding and review annually with respect to those areas.

The element identifies goals, objectives and policies and an implementation plan to achieve the desired land uses.

## EXISTING SETTING

The City of Coachella is a long-established, family oriented community in the eastern Coachella Valley characterized by large amounts of agricultural land. Incorporated in 1946, the City has since grown to a population of 21,038 persons as of January 1, 1996.

Coachella's incorporated city limits encompass approximately 21 square miles of land while the City's adopted Sphere of Influence extends an additional eight square miles. In defining the General Plan, the City has determined that a total of 84 square miles is included in the Planning Area. This area is described in Figure 3.

Within the Planning Area, urbanization is limited to the historic downtown core near the intersection of Harrison Street and Grapefruit Boulevard and along major highway and rail corridors. Urban development includes residential, commercial and industrial land uses. The residentially developed

portion of the community is primarily single family, with a smaller percentage of multiple family units and mobile homes. The majority of the Planning Area is largely undeveloped and contains large areas of agriculture (41%) south, east and west of the urban core and vacant land (34%), much of which consists of natural open space in the Mecca Hills to the southeast.

Existing conditions are depicted in Figure 7, Existing Land Use in the Coachella Planning Area. The General Plan categories as adopted by the County of Riverside and in effect as of 1996 are shown in Figure 8, Riverside County Existing General Plan Land Use Diagram, 1996. The General Plan designations adopted by the City of Coachella and in effect as of August 1996, are shown in Figure 9, City of Coachella Existing Land Use Diagram, 1996.

## SUMMARY OF KEY LAND USE ISSUES

The following are key land use issues for consideration in this document:

- The City contains a thriving agri-business which depends upon large areas of cultivated land along with support infrastructure such as packing houses, irrigation pipelines, agricultural tile drains, and easy access to rail and highway transportation systems. The general plan should preserve sufficient amounts of agricultural land and appropriate support facilities to ensure the continued viability of this industry.
- Lands controlled by the Cabazon Band of Mission Indians and the 29 Palms Band of Mission Indians lie within the City Sphere of Influence at the interchange of the Interstate 10 freeway and State Highway 86. The tribes currently operate two casinos the Fantasy Springs and Spotlight 29. There are also plans for expanded entertainment related uses in the future. The General Plan recognizes the opportunity for continuation of entertainment land uses to the east along the Interstate 10 and State Highway 86 corridors within an Entertainment Commercial land use category. The Augustine Band of Mission Indians, a third tribal group, control approximately one square mile of land near the Thermal Airport, but have developed no firm plans for this site.



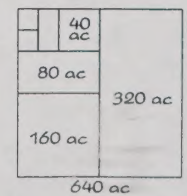




# CITY OF COACHELLA GENERAL PLAN

## Existing Land Use

-  Residential
-  Agriculture (Includes residences)
-  Industrial
-  Commercial
-  Public
-  Vacant



Source:  
Feb. 1996 Land Use Survey,  
Smith, Peroni & Fox

Figure 7





# LEGEND

## OPEN SPACE AND CONSERVATION

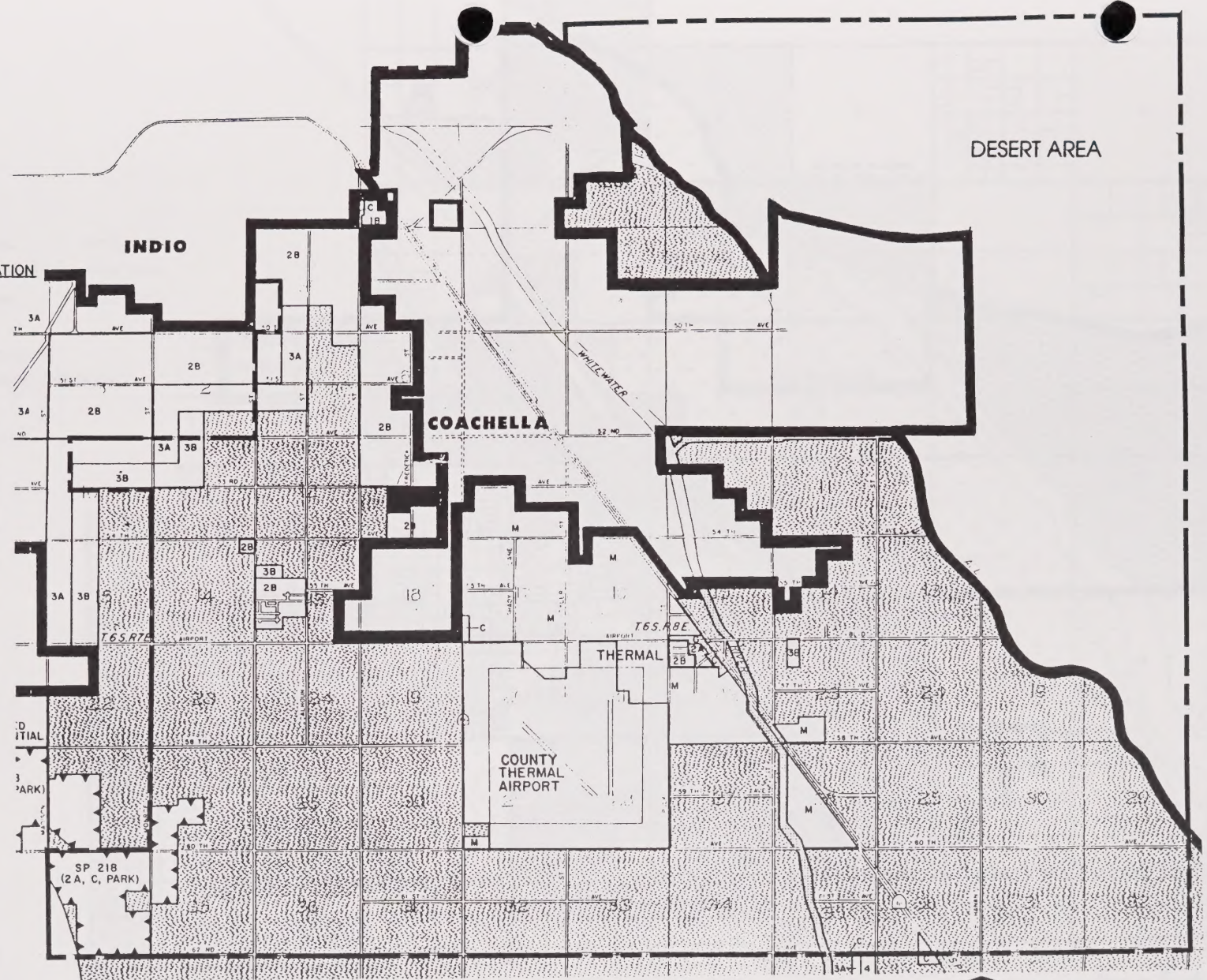
- AGRICULTURE
- PARKS / FORESTS
- MOUNTAINOUS AREAS
- DESERT AREAS
- WATER RESOURCES
- ADOPTED SPECIFIC PLANS

## LAND USE CATEGORIES

### RESIDENTIAL

- 1A.....14-20 Dwelling units per acre
- 1B.....8-14 Dwelling units per acre
- 2A.....5-8 Dwelling units per acre
- 2B.....2-5 Dwelling units per acre
- 3A.....4-2 Dwelling units per acre
- 3B.....2-4 Dwelling units per acre
- 4.....0-2 Dwelling units per acre
- PLANNED RESIDENTIAL RESERVE.....0-5 Dwelling units per acre

- C.....COMMERCIAL
- M.....INDUSTRIAL / MANUFACTURING
- PF.....PUBLIC FACILITIES



Source: Riverside County

N Not to Scale

## Riverside County Existing General Plan Land Use

Smith, Peroni & Fox, Planning Consultants, Inc.  
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Figure 8



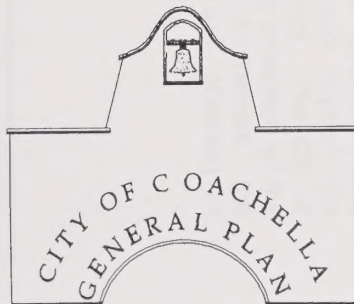
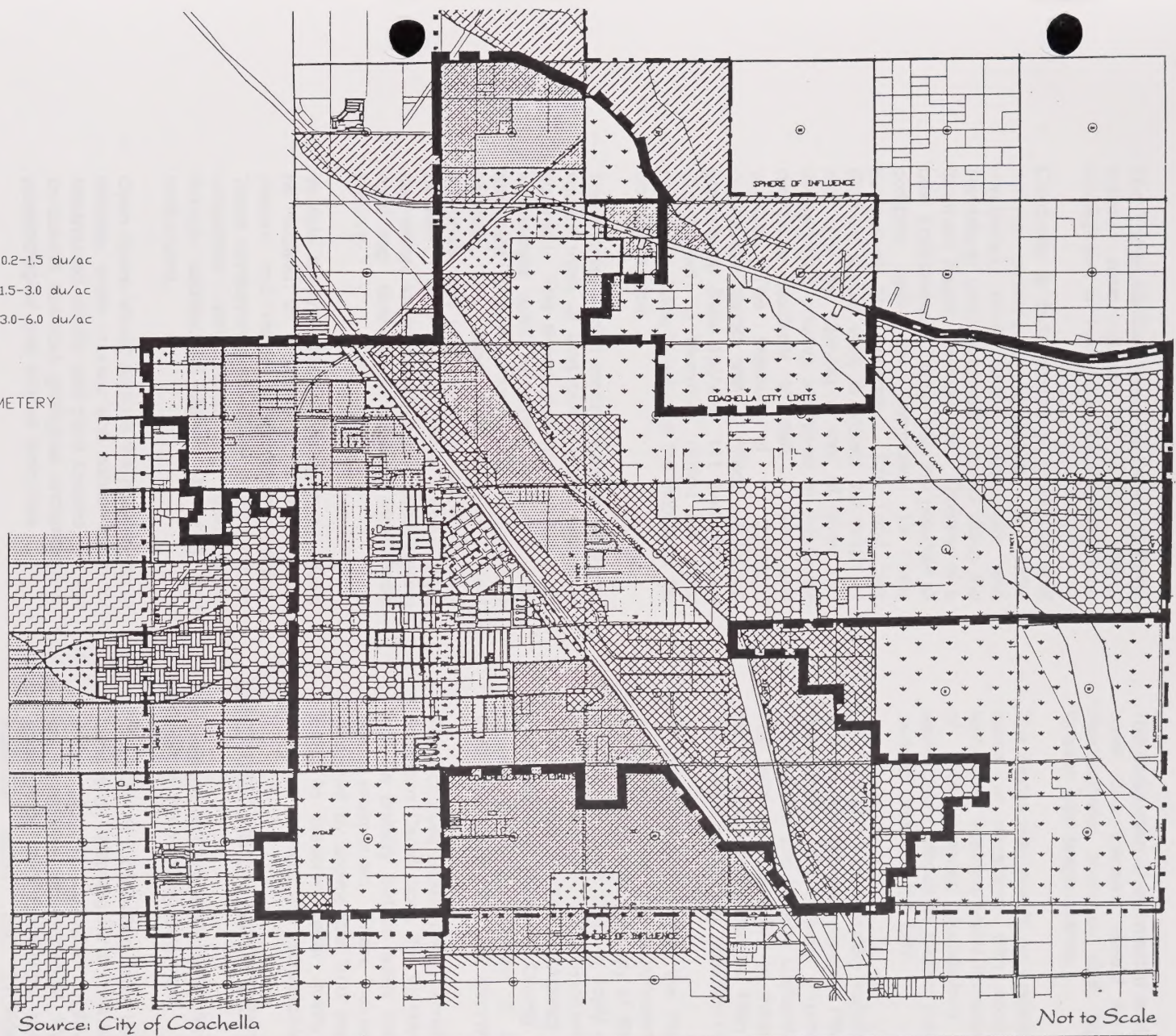






# LEGEND

|  |                              |               |
|--|------------------------------|---------------|
|  | AGRICULTURE                  |               |
|  | DESERT                       |               |
|  | RURAL RESIDENTIAL            | 0.2-1.5 du/ac |
|  | SUBURBAN RESIDENTIAL         | 1.5-3.0 du/ac |
|  | URBAN RESIDENTIAL            | 3.0-6.0 du/ac |
|  | RESORT                       |               |
|  | GENERAL COMMERCIAL           |               |
|  | PUBLIC/QUASI PUBLIC CEMETERY |               |
|  | LIGHT INDUSTRIAL             |               |
|  | GENERAL INDUSTRIAL           |               |
|  | SPECIFIC PLAN                |               |
|  | AIRPORT                      |               |



## City of Coachella Existing General Plan Land Use January, 1987

Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure 9





The Torres Martinez Band of Desert Cahuilla Indians have plans for future casino development on land within the Planning Area.

- Coachella is built around a small but well defined downtown consisting of older residences, small local businesses and agricultural packing houses located along the Southern Pacific railroad line. Creation of a new Entertainment District has the potential to compete with the Downtown for new businesses and services. The Land Use Element should seek to protect the vitality of this area by allowing a mix of uses and incorporating creative incentives to encourage downtown residents to walk to jobs and services. The creation of a downtown commercial district with a Village Center on property at State Highway 111 and Harrison Street, and a MetroLink station are other possible methods to enhance the viability of the Downtown area.
- The Thermal Airport controls approximately four square miles of land giving ample expansion potential. The airport area has not yet been encroached upon by urban uses with their attendant potential for noise and safety conflicts. The Land Use Element should designate land use patterns to avoid conflicts between new development and flight approaches to the airport, and to avoid placing conflicting land uses adjacent to airport property.
- Multiple family residential development should be allowed in areas close to employment centers and major transportation corridors. These developments should be designed to be compatible with surrounding development through architectural design, buffering and landscaping.
- Open Space should address the preservation of hillsides, water courses and habitat areas for endangered wildlife and plant species, as well as cultural, historical, geological, archaeological, paleontological and mineral resources.
- As the community continues to develop, site specific land use incompatibilities will need to be resolved. Land uses that negatively impact sight, sound and smell will need to be addressed through design, buffering, screening or by prohibition.
- Regional commercial centers should be located at freeway interchanges and on major roadways capable of handling significant traffic volumes.

The designation of commercial land uses in the Land Use Element should be based on characteristics such as size, type of use, location and design criteria.

- The Mecca Hills should be preserved as open space or developed with sensitive design techniques including lower densities, clustering of units, stepped foundations and other appropriate methods to protect their visual and aesthetic value to the City.
- The Planning Area boundary includes a number of previously approved Specific Plans including Brandenburg and Butters, Promenade Park, McNaughton and Rancho California Vineyards. The land uses identified in these plans are incorporated into the General Plan and include appropriate compatible, adjacent uses.
- Much of the land within the Planning Area boundary consists of unincorporated land under the jurisdiction of the County of Riverside. As a result, the City's ability to apply development policy is limited. At a minimum, the City should petition Local Agency Formation Commission of Riverside County (LAFCO) to expand the City's Sphere of Influence to include all lands within the Planning Area.
- The Coachella Stormwater Channel and the All American Canal cross the Planning Area and are the primary surface water features in this desert environment. These features should be protected by appropriate land use controls in order to preserve water quality and as a potential aesthetic and recreational resource.

## LAND USE VISION STATEMENT

The essence of Coachella's vision for land use is captured in the following statement.

The City of Coachella's land use vision focuses on planning for a community that enjoys pleasing, cohesive neighborhoods, an abundance of residential types and prices, vital retail commercial areas, and industrial areas that provide jobs, distribution of goods and support the existing agriculture industry. The City of Coachella also envisions promotion of the development of new businesses, the entertainment industry and attraction of tourists to the community.



The Commission is composed of seven members, one of whom is the President of the United States, and the other six are appointed by the President, with the advice and consent of the Senate.

The Commission is authorized to investigate and report to the President on any matter relating to the administration of the Government, and to make recommendations for the improvement of the Government.

The Commission is also authorized to hold public hearings and to receive testimony from any person who may be interested in the matters under investigation.

The Commission is authorized to employ such personnel as it may deem necessary, and to make such expenditures as may be required for the proper conduct of its business.

The Commission is authorized to make such reports as it may deem proper to the President, and to the Congress.

### Section 1. Short title.

A short title for this Act may be used in any document or proceeding in which it is necessary to refer to this Act.

Section 2. This Act shall be known as the "National Security Agency Act of 1949," and shall be so cited in any document or proceeding in which it is necessary to refer to this Act.

Section 3. The Commission shall be known as the "National Security Agency Commission," and shall be so cited in any document or proceeding in which it is necessary to refer to this Commission.

Section 4. The Commission shall be organized and shall hold its first meeting on or before the first day of January, 1950.

Section 5. The Commission shall have the honor and privilege of access to all records and documents of the Government, and to all information and data in the possession of the Government, which may be necessary for the proper conduct of its business.

Section 6. The Commission shall have the honor and privilege of access to all records and documents of the Government, and to all information and data in the possession of the Government, which may be necessary for the proper conduct of its business.

Section 7. The Commission shall have the honor and privilege of access to all records and documents of the Government, and to all information and data in the possession of the Government, which may be necessary for the proper conduct of its business.

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Section 9. The Commission shall have the honor and privilege of access to all records and documents of the Government, and to all information and data in the possession of the Government, which may be necessary for the proper conduct of its business.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

According to the State General Plan Guidelines, the Land Use Element has the broadest scope of the seven mandatory elements. In theory, it plays the central role of correlating all land use issues into a set of coherent development policies. Its goals, objectives, policies and implementation measures relate directly to the other elements. In practice, it is the most visible and often used element in the local general plan. Although all general plan elements carry equal weight, the land use element is often perceived as being most representative of the general plan.

## REFERENCES

The following documents contain information critical to the Land Use Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Circulation Element
- Urban Design Element
- Infrastructure & Public Services Element
- Agriculture Element
- "Presentation of Finalized Economic Goals" by Harrison Price Company included in the Economic Development Element
- Source Reduction and Recycling Plan, an optional Element
- Household Hazardous Waste Plan, an optional Element
- Thermal Airport Comprehensive Land Use Plan (excerpts included in Appendix B)

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report

### *The City of Coachella Multi-Hazard Functional Plan adopted by Ordinance 709 on November 4, 1992*

## LAND USE POLICY DIAGRAM

The land use policies are depicted on Figure 10, Land Use Policy Diagram. The diagram designates the proposed distribution and location of various land uses.

Figure 11, Summary of Land Use Designations, identifies the General Plan categories, acres, projected number of dwelling units, projected intensity of commercial and industrial development, and population at buildout.

## LAND USE CATEGORIES, INTENSITIES, AND CONSISTENCY MATRIX

For each land use designation, the General Plan defines a maximum residential density based on dwelling units per acre (du/ac) along with permitted land uses and building types. Proposed land use categories and intensities are described in Figures 12, Entertainment Commercial Land Use Assumptions and 13, Land Use Categories, Standards & Consistency Matrix. Figure 13 also establishes the zones which are consistent with each of the General Plan designations.

## RESIDENTIAL DEVELOPMENT POLICIES

Residential development within the City of Coachella has been primarily single family



detached homes. Homes tend to be modest and house an average population per household of 4.683. There are a total of 4,632 units in Coachella. Of those, 3,029 are single family units and 435 are mobile homes.

Existing in the City of Coachella and in many other communities, are illegal vehicle parks and homeless camps that often times are ignored or are perceived and handled as police problems. In fact, they are evidence of housing problems. Identification of the needs specific to Coachella must be made and a plan developed to provide accommodations for persons and families in transition, and for the permanently homeless. Solutions to meet this need may be included within areas designated in residential categories in this General Plan.

Projected development in the future will be allowed within the seven residential land use categories included on the Land Use Policy Diagram. Projected acreages, housing units and population are presented in Figure 11. The Goals, Objectives and Policies which follow establish the standards for density and the development characteristics of residential units in Coachella's future. Consistent categories are identified for each land use designation in Figure 13.





**Goal**

The City shall plan for a diversity of residential densities and housing types for the current and future needs of Coachella residents.

**Objective**

The General Plan Land Use Policy Diagram shall designate residential land use categories to provide a diversity of housing types and densities.

**Policy**

The General Plan shall utilize the dwelling unit to residential site area ratio (du/ac) as the appropriate standard for residential land use density. Du/ac shall be defined as the number of proposed dwelling units divided by the gross residential site area. Gross residential site area is the total area of a site minus lands planned for commercial and industrial uses and minus the area dedicated as public street right-of-way for arterial or greater streets.



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**FIGURE 11  
CITY OF COACHELLA  
SUMMARY OF LAND USE DESIGNATIONS**

|                 |                                               |         |          |            | Development Magnitude      |        |            |                                      |          |            | Population<br>(Persons) |        |            |
|-----------------|-----------------------------------------------|---------|----------|------------|----------------------------|--------|------------|--------------------------------------|----------|------------|-------------------------|--------|------------|
|                 |                                               |         |          |            | Residential dwelling units |        |            | Nonresidential sq. ft.<br>(1,000 sf) |          |            |                         |        |            |
| Area<br>(acres) |                                               |         |          |            | Inc.                       | Uninc. | Study Area | Inc.                                 | Uninc.   | Study Area | Inc.                    | Uninc. | Study Area |
| GP              | General Plan Designation                      | Inc.    | Uninc.   | Study Area | Inc.                       | Uninc. | Study Area | Inc.                                 | Uninc.   | Study Area | Inc.                    | Uninc. | Study Area |
| AG              | Agriculture (1du/40 ac)                       | 648.0   | 13,914.4 | 14,562.4   | 15                         | 581    | 596        | -                                    | -        | 0.0        | 46                      | 1,766  | 1,812      |
| RVL             | Very Low Density Residential<br>(0-2 du/ac)   | 280.0   | 10,346.5 | 10,626.5   | 403                        | 13,854 | 14,257     | -                                    | -        | 0.0        | 1,225                   | 42,116 | 43,341     |
| RL              | Low Density Residential<br>(0-8 du/ac)        | 3,431.4 | 471.0    | 3,902.4    | 14,293                     | 32     | 14,325     | -                                    | -        | 0.0        | 43,451                  | 97     | 43,548     |
| RML             | Medium Density Residential<br>(0-10 du/ac)    | 148.5   | 14.3     | 162.8      | 760                        | 51     | 811        | -                                    | -        | 0.0        | 2,310                   | 155    | 2,465      |
| RH              | High Density Residential<br>(0-20 du/ac)      | 12.0    | 0.0      | 12.0       | 184                        | 0      | 184        | -                                    | -        | 0.0        | 559                     | 0      | 559        |
| RVH             | Very High Density Residential<br>(0-30 du/ac) | 0.0     | 0.0      | 0.0        | 0                          | 0      | 0          | -                                    | -        | 0.0        | 0                       | 0      | 0          |
| CG              | General Commercial                            | 365.0   | 110.0    | 475.0      | 500                        | 45     | 545        | 1,295.9                              | 119.0    | 1,414.9    | 1,520                   | 137    | 1,657      |
| CE              | Entertainment Commercial                      | 2,290.7 | 1,194.8  | 3,485.5    | 1,596                      | 833    | 2,429      | 1,737.7                              | 906.4    | 2,644.1    | 4,852                   | 2,532  | 7,384      |
| IL              | Light Industrial                              | 1,788.3 | 2,650.1  | 4,438.4    | -                          | -      | 0          | 19,710.5                             | 30,278.5 | 49,989.0   | 0                       | 0      | 0          |
| IH              | Heavy Industrial                              | 90.0    | 0.0      | 90.0       | -                          | -      | 0          | 994.4                                | 0.0      | 994.4      | 0                       | 0      | 0          |
| P               | Public Use                                    | 283.9   | 819.1    | 1,103.0    | -                          | -      | 0          | 65.8                                 | 23.5     | 89.3       | 0                       | 0      | 0          |
| OS              | Open Space - Conservation                     | 512.8   | 6,577.4  | 7,090.2    | -                          | -      | 0          | -                                    | -        | 0.0        | 0                       | 0      | 0          |
| T               | Transportation Facilities                     | 501.3   | 703.5    | 1,204.8    | -                          | -      | 0          | -                                    | -        | 0.0        | 0                       | 0      | 0          |





|                 |                                      |          |          |          | Development Magnitude      |        |        |                                      |          |          |                         |        |         |
|-----------------|--------------------------------------|----------|----------|----------|----------------------------|--------|--------|--------------------------------------|----------|----------|-------------------------|--------|---------|
|                 |                                      |          |          |          | Residential dwelling units |        |        | Nonresidential sq. ft.<br>(1,000 sf) |          |          |                         |        |         |
| Area<br>(acres) |                                      |          |          |          |                            |        |        |                                      |          |          | Population<br>(Persons) |        |         |
|                 | SPECIFIC PLANS                       |          |          |          |                            |        |        |                                      |          |          |                         |        |         |
|                 | McNaughton                           | 1,877.0  | 0.0      | 1,877.0  | 8,000                      | 0      | 8,000  | 835.2                                | 0.0      | 835.2    | 24,320                  | 0      | 24,320  |
|                 | Brandenburg/Butters                  | 348.5    | 0.0      | 348.5    | 1,481                      | 0      | 1,481  | 668.3                                | 0.0      | 668.3    | 4,502                   | 0      | 4,502   |
|                 | Lusardi (Rancho Coachella Vineyards) | 260.0    | 0.0      | 260.0    | 1,085                      | 0      | 1,085  | 326.6                                | 0.0      | 326.6    | 3,298                   | 0      | 3,298   |
|                 | Rancho La Quinta                     | 0.0      | 825.6    | 825.6    | 0                          | 2,064  | 2,064  | 0.0                                  | 0.0      | 0.0      | 0                       | 6,275  | 6,275   |
|                 | Promenade                            | 335.0    | 457.0    | 792.0    | 2,720                      | 2,000  | 4,720  | 209.3                                | 424.9    | 634.2    | 8,269                   | 6,080  | 14,349  |
|                 | Thermal Airport Master Plan          | 0.0      | 2,273.1  | 2,273.1  | 0                          | 0      | 0      | 0.0                                  | 3,765.7  | 3,765.7  | 0                       | 0      | 0       |
|                 | TOTALS                               | 13,172.4 | 40,356.8 | 53,529.2 | 31,037                     | 19,460 | 50,497 | 25,843.7                             | 35,518.0 | 61,361.7 | 94,352                  | 59,158 | 153,510 |

#### Table Assumptions

- Incorporated/unincorporated statistics based upon incorporated City area as of March 1996
- Dwelling unit, square footage and population figures presented above illustrate a "credible worst case" buildout scenario but are not intended to set quotas or otherwise limit future development
- Dwelling unit projections assume an adjustment of vacant acreage to account for streets, easements, and lotting inefficiencies as follows: 28% (RVL), 33% (RL, RM, CG, CE), 24% (RH, RVH)
- RVL category assumes no development on slopes over 15% (approx. 640 acres) or transmission power line rights-of-way (approx. 86 acres)
- Square footage projections assume a 32% adjustment of vacant acreage to account for streets, easements, and lotting inefficiencies in all nonresidential categories
- Specific Plan acreage, dwelling unit, and square footage statistics are based upon approved specific plan documents
- Thermal Airport acreage and square footage statistics are based on approved master plan excluding general aviation and cargo related facilities
- Population projections assume a socioeconomic makeup similar to Indio using an average household of 3.2 persons (Indio - 1990 Census) and a 5% vacancy rate

Source: Smith, Peroni & Fox





**FIGURE 12**  
**CITY OF COACHELLA**  
**ENTERTAINMENT COMMERCIAL**  
**LAND USE ASSUMPTIONS <sup>1</sup>**

| Land Use Type                                                                                                                                                                                                                                                                                    | Floor Area Ratio<br>or Other                                                                                                                                                                               | Acres       | Land Use<br>Percentages |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------------------|
| Retail & Restaurant <ul style="list-style-type: none"> <li>• Mexican Village</li> <li>• Specialty shop</li> <li>• Outlet mall</li> <li>• Arts &amp; crafts pavilion</li> <li>• Restaurant row</li> <li>• Farmer's market</li> <li>• Office</li> </ul>                                            | .23 FAR<br>.25 FAR<br>.25 FAR<br>.12 FAR<br>.25 FAR<br>.25 FAR<br>.25 FAR<br>.40 FAR                                                                                                                       | 65 acres    | 1.9 %                   |
| Regional Commercial                                                                                                                                                                                                                                                                              | .25 FAR                                                                                                                                                                                                    | 80 acres    | 2.3 %                   |
| Indoor Recreation <ul style="list-style-type: none"> <li>• Theater</li> <li>• Casino</li> <li>• Dinner Theater</li> <li>• Music Theater</li> <li>• Nightclub</li> </ul>                                                                                                                          | .19 FAR<br>.175 FAR<br>.20 FAR<br>.20 FAR<br>.175 FAR<br>.20 FAR                                                                                                                                           | 220 acres   | 6.3 %                   |
| Accommodations <ul style="list-style-type: none"> <li>• Full service resort hotel</li> <li>• Limited service hotel/motel</li> <li>• Recreational vehicle park</li> <li>• Condominium hotel</li> <li>• Timeshare hotel/condo</li> </ul>                                                           | 80 acres @ 25 rooms/acre = 2,000 rooms<br>40 acres @ 25 rooms/acre = 1,000 rooms<br>50 acres @ 15 spaces/acre = 750 spaces<br>25 acres @ 25 rooms/acre = 625 rooms<br>25 acres @ 25 rooms/acre = 625 rooms | 220 acres   | 6.3 %                   |
| Outdoor Recreation <ul style="list-style-type: none"> <li>• Water park</li> <li>• Family entertainment center</li> <li>• Tennis camp</li> <li>• Multi-sport complex</li> <li>• Amphitheater</li> <li>• Equestrian center</li> <li>• Swimming</li> <li>• Agri-business Visitors Center</li> </ul> | .08 FAR<br>.08 FAR<br>.08 FAR<br>-<br>-<br>-<br>-<br>-                                                                                                                                                     | 200 acres   | 5.7 %                   |
| Residential                                                                                                                                                                                                                                                                                      | 2 acres residential/1 acre residential golf course @ 6 du/ac                                                                                                                                               | 600 acres   | 17.2 %                  |
| Residential Golf Course                                                                                                                                                                                                                                                                          | 1.5 courses @ 200 acres/18 hole course                                                                                                                                                                     | 300 acres   | 8.6 %                   |
| Hotel Golf Course                                                                                                                                                                                                                                                                                | 3 courses @ 200 acres/18 hole course                                                                                                                                                                       | 600 acres   | 17.2 %                  |
| Waterways                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                            | 200 acres   | 5.7 %                   |
| Parks                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                            | 130 acres   | 3.8 %                   |
| Street                                                                                                                                                                                                                                                                                           | 25% of total acres                                                                                                                                                                                         | 870.5 acres | 25 %                    |

<sup>1</sup>Entertainment Area statistics are based upon "Presentation of Finalized Economic Goals" prepared by Harrison Price Company with additional land use categories and percentage adjustment to increase land area from 2,000 acres to 3,485.5 acres. Floor Area Ratios (FAR's) provided by Shannon-Davis & Associates and Harrison Price company. "Accommodations" factors are from Harrison Price Company. This table provided by Smith, Peroni & Fox





**FIGURE 13**  
**CITY OF COACHELLA**  
**GENERAL PLAN CATEGORIES & STANDARDS**  
**and**  
**LAND USE CONSISTENCY MATRIX**

|     | GENERAL PLAN                     | Density / Intensity<br>per Gross Acre* | CONSISTENT<br>ZONES                                                                                                                              | Density / Intensity<br>per Net Acre*                                                        | Comments                                                                                        |
|-----|----------------------------------|----------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| AG  | Agriculture                      | 1 du/40 acres                          | A-R Agriculture Reserve<br>A-T Agriculture Transition                                                                                            | 1 du/40 acres<br>1 du/5 acres                                                               | As Accessory Uses only                                                                          |
| RVL | Residential<br>Very Low Density  | 0-2 du/acre                            | A-R Agriculture Reserve<br>A-T Agriculture Transition<br>R-E Residential Estate                                                                  | 1 du/40 acres<br>1 du/5 acres<br>2 du/acre                                                  | Accessory Use<br>Accessory Use                                                                  |
| RL  | Residential<br>Low Density       | 0-6 du/acre                            | A-R Agriculture Reserve<br>A-T Agriculture Transition<br>R-E Residential Estate<br><br>R-S Single Family<br>R-O 6000 Overlay<br>R-MH Mobile Home | 1 du/40 acres<br>1 du/5 acres<br>2 du/acre<br><br>4.6 du/acre<br>5.4 du/acre<br>7.2 du/acre | Accessory Use<br>Accessory Use<br><br>Minimum lot:<br>7,000 sq ft<br>6,000 sq ft<br>4,500 sq ft |
| RM  | Residential<br>Medium Density    | 0-10 du/acre                           | R-M Multiple Family                                                                                                                              | 14 du/acre                                                                                  | Minimum 3,000 sq ft lot area<br>per unit                                                        |
| RH  | Residential<br>High Density      | 0-20 du/acre                           | R-M Multiple Family                                                                                                                              | 14 du/acre                                                                                  | Minimum 3,000 sq ft lot area<br>per unit                                                        |
| RVH | Residential<br>Very High Density | 0-30 du/acre                           | R-M Multiple Family                                                                                                                              | 14 du/acre                                                                                  | Minimum 3,000 sq ft lot area<br>per unit                                                        |
| CG  | Commercial General               | 0.40 FAR                               | C-G General Commercial<br>C-T Tourist Commercial<br><br>R-M Multiple Family                                                                      | <br><br><br>14 du/acre                                                                      | <br><br><br>Minimum 3,000 sq ft lot area<br>per unit                                            |





|    | GENERAL PLAN                                                                               | Density / Intensity<br>per Gross Acre*                                         | CONSISTENT<br>ZONES                                                                                    | Density / Intensity<br>per Net Acre* | Comments                                        |
|----|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|--------------------------------------|-------------------------------------------------|
| CE | Entertainment<br>Commercial<br><br>Residential Medium Density<br>is underlying designation | 0.40 FAR Commercial<br>50 feet or 5 stories<br>building height<br>0-10 du/acre | C-G General Commercial<br>C-T Tourist Commercial<br><br>R-M Multiple Family                            | 14 du/acre                           | Minimum 3,000 sq ft lot area<br>per unit        |
| IL | Light Industrial                                                                           | 0.40 FAR                                                                       | M-S Manufacturing Service<br><br>I-P Industrial Park Overlay                                           |                                      | Minimum 2 acre lot size in the<br>M-S zone      |
| IH | Heavy Industrial                                                                           | 0.40 FAR                                                                       | M-S Manufacturing Service<br>M-H Heavy Industrial<br>M-W Wrecking Yards<br>I-P Industrial Park Overlay |                                      | Minimum 2 acre lot size in M-S<br>and M-H zones |
| P  | Public Uses                                                                                | 1 du/40 acres<br>0.40 FAR                                                      |                                                                                                        |                                      |                                                 |
| OS | Open Space - Conservation                                                                  | 1 du/40 acres<br>0.40 FAR                                                      |                                                                                                        |                                      |                                                 |
|    | Approved Specific Plan                                                                     |                                                                                |                                                                                                        |                                      | See notes below                                 |
|    | Entertainment Area                                                                         |                                                                                |                                                                                                        |                                      | See notes below                                 |
|    | Tribal Land                                                                                |                                                                                |                                                                                                        |                                      | See notes below                                 |
|    | Airport Master Plan                                                                        |                                                                                |                                                                                                        |                                      | See notes below                                 |
|    | Agriculture to Urban<br>Transition Overlay                                                 |                                                                                |                                                                                                        |                                      |                                                 |



| Sl. No. | Name of the Candidate | Roll No. | Date  | Signature | Remarks |
|---------|-----------------------|----------|-------|-----------|---------|
| 1       | _____                 | _____    | _____ | _____     | _____   |
| 2       | _____                 | _____    | _____ | _____     | _____   |
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| 10      | _____                 | _____    | _____ | _____     | _____   |
| 11      | _____                 | _____    | _____ | _____     | _____   |
| 12      | _____                 | _____    | _____ | _____     | _____   |
| 13      | _____                 | _____    | _____ | _____     | _____   |
| 14      | _____                 | _____    | _____ | _____     | _____   |
| 15      | _____                 | _____    | _____ | _____     | _____   |
| 16      | _____                 | _____    | _____ | _____     | _____   |
| 17      | _____                 | _____    | _____ | _____     | _____   |
| 18      | _____                 | _____    | _____ | _____     | _____   |
| 19      | _____                 | _____    | _____ | _____     | _____   |
| 20      | _____                 | _____    | _____ | _____     | _____   |

|  | GENERAL PLAN | Density / Intensity<br>per Gross Acre* | CONSISTENT<br>ZONES                                         | Density / Intensity<br>per Net Acre* | Comments                                                                                                |
|--|--------------|----------------------------------------|-------------------------------------------------------------|--------------------------------------|---------------------------------------------------------------------------------------------------------|
|  |              |                                        | <b>Overlays:</b><br>PUD Planned Unit Development<br>Overlay |                                      | Overlay allows 120% of<br>underlying zone density under<br>General Plan maximums &<br>allows mixed uses |
|  |              |                                        | R-0 6000 Overlay                                            |                                      |                                                                                                         |
|  |              |                                        | I-P Industrial Park Overlay                                 | 5.4 du/acre                          |                                                                                                         |
|  |              |                                        | G Geologic Hazard Zone                                      |                                      |                                                                                                         |
|  |              |                                        | A Assessment Improvement<br>(Temporary)                     |                                      | Delete from Code                                                                                        |
|  |              |                                        | T Temporary Zone Change<br>(Temporary)                      |                                      | Delete from Code                                                                                        |

\* General Plan residential densities are maximums. Development may not exceed these maximums. If the density of a consistent zone is greater than the General Plan designation, the General Plan density is the maximum allowed. Density bonuses may not exceed the maximum density allowed by the General Plan designation.

**Approved Specific Plan:** The approved Specific Plan (SP) is the official General Plan (GP) land use diagram, including maximum allowable residential densities and nonresidential intensities. Land uses depicted on the GP Land Use Policy Diagram which lie inside the SP boundary are illustrative only to show the general pattern of internal land use and its spatial relationship to adjacent properties. The Specific Plan should be consulted for a detailed understanding of allowable land uses and maximum densities/intensities.

**Entertainment Area Plan:** The Entertainment Area is an area of special interest to the City of Coachella which will be further refined through the use of implementing plans such as specific plans, planned unit developments, and similar detailed plans.

**Tribal Lands:** Tribal Lands include properties under the control of Native American groups including the Cabazon Indians, the Palms Band of Mission Indians and the Augustine Indians.

**Airport Master Plan:** This area encompasses lands within the Thermal Airport Master Plan boundary. The Thermal Airport Master Plan is the official General Plan land use diagram for this area except where specific land uses are assigned within the master plan boundary on the General Plan Land Use Policy Diagram.





## Policy

All new residential development shall conform to the building density ranges established on the Land Use Policy Diagram. No residential project shall exceed the maximum density allocated for a particular site as indicated on the Land Use Policy Diagram except where a density bonus is permitted pursuant to the Agriculture Transition Overlay Policy that follows.

## Policy

All projects proposing density bonuses, except those in the Urban to Agricultural Transition Overlay, shall be subject to approval of a Specific Plan or Planned Unit Development Zone. California law states that a housing development that provides 20 percent of its units for lower income households, or ten percent of its units for very low income households, or ten percent of its units for seniors, is entitled to a density bonus. That bonus shall be within the maximum density allowed by the General Plan designation.

## Policy

The City shall develop a Hillside Conservation Ordinance which regulates development in hillside areas based on slope classification and would permit clustering of development to preserve hillside areas. Slopes below 20% would permit development in accordance with the underlying land use category. Slopes above 20% would remain essentially undeveloped allowing only appropriate recreational, circulation and utility uses such as hiking and equestrian trails, access roads, water tanks and utility lines subject to strict design guidelines.

## Policy

An Agriculture (AG) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 1 dwelling unit/40 acres. The maximum density shall be 1 dwelling unit per 40 acres. The general residential product type shall be single family, detached homes on agricultural land of 40 acres or more. Additional uses shall be limited to those normally found as appurtenant to agricultural operations.

## Policy

The City shall prepare an analysis of California State Law and the Coachella Municipal Code with recommendations for regulations regarding farm labor housing.

## Policy

An Agricultural to Urban Transition Overlay shall be indicated on the Land Use Policy Diagram. The intent of this overlay area is to encourage the preservation of agricultural land to the maximum extent practical within the greater context of urban development. Urban development will be allowed at the intensity of the underlying General Plan land use category. However, the City shall develop a program of incentives including density bonuses, clustering, tax incentives and park and/or landscaping credits to achieve this objective.

Date groves, citrus groves and vineyards are of particular interest for agricultural preservation. Also of interest are creative projects which sensitively integrate forms of active cultivation in urban areas such as community gardens. The achievement of a sense of agricultural character from major streets is desirable and may be accomplished through the choice of plant materials and characteristics of site design. Examples of plant materials would be date trees, citrus trees, grapevines and row crops. These plants would be laid out in a manner similar to a working farm.

## Policy

A Very Low Density Residential (RVL) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 2 du/ac. The maximum density shall be 2 dwelling units per acre. Appropriate locations of RVL uses shall include areas adjacent to Low Density Residential (RL) and AG uses, within planned communities which provide a variety of residential dwelling unit types, in environmentally sensitive areas and in areas where equestrian uses are allowed or where a rural character is desired.

## Policy

The RVL category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of a Conditional Use Permit should include conditions which minimize conflicts with adjacent development.

## Policy

A Low Density Residential (RL) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 6 du/ac. The maximum density shall be 6 dwelling units per acre.





## Policy

A Medium Density Residential (RM) category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 10 du/ac. The maximum density shall be 10 dwelling units per acre.

## Policy

The Medium Density Residential (RM) category shall also serve as the underlying category for the Commercial Entertainment (CE) area with resort housing being encouraged.

## Policy

A High Density Residential (RH) Category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 20 du/ac. The maximum density shall be 20 dwelling units per acre.

## Policy

A Very High Density Residential (RVH) Category shall be established on the Land Use Policy Diagram. The density standard for this category shall range from 0 - 30 du/ac. The maximum density shall be 30 dwelling units per acre. Appropriate locations for RVH areas include areas where adequately sized utilities, commercial services and employment are available, and when adjacent development is compatible.

## Policy

Mobile homes may be allowed in existing single family neighborhoods in accordance with State law when placed on a permanent foundation and of compatible design to neighboring structures.

## Policy

Mobile home developments may be allowed within Planned Unit Developments in the RL and RM categories based on the density standards established for the land use designation.

## Policy

Seasonal recreational vehicle developments may be allowed within Planned Unit Developments in the RM and RH categories based on the density standards established for the land use designation.

## Policy

Mixed use developments may be allowed as a Specific Plan or Planned Unit Development within the residential categories based on the density standards established for the land use designation on this site. If multiple residential categories exist on the site for development, the maximum density shall be based on the total dwelling units allowed for the overall site.

## Policy

Secondary Housing Units (Granny flats), second units on a single family lot for the use of related senior citizens, shall be allowed within the RL Category as specified by State law and Zoning Ordinance requirements.

## Objective

The General Plan shall provide an alternative to meet housing needs that are not currently met in a safe, sanitary and compassionate manner.

## Policy

Recreational vehicle parks and travel trailer parks for year round residential use may be allowed in the residential General Plan designations within the maximum density allowed for the underlying designation within planned developments subject to approval of a Planned Unit Development Zone. Each recreational vehicle or travel trailer shall be considered one dwelling unit for purposes of calculating density. Camper shells, automobiles and vans are not considered to be recreational vehicles or travel trailers for these purposes.

A common recreational building, entirely enclosed, shall be provided in each park that includes, at a minimum, the following:

- A dining hall constructed to commercial standards with cooking facilities and dining area to serve a minimum of 50% of the projected population of the park in one seating
- Restroom, shower and bathing facilities constructed to commercial standards to serve the projected population of the park
- Significant indoor recreational facilities
- Day care center





- Laundry facilities
- Significant outdoor recreational areas

Individual sites shall be required to provide utility hookups for electricity, water and sewer. All streets and driveways shall be required to be paved with adequate drainage facilities. Each space shall have a concrete pad for the unit and parking for one vehicle. No outdoor storage of furniture or other belongings shall be permitted. No other structures shall be permitted to be constructed on each space, except for open shade structures built in accordance with the Uniform Building Code. Other conditions may be established as a part of the approval of these parks.

### Policy

Identification of the needs of the homeless currently camping in Coachella must be made and a plan developed to provide accommodations for persons and families in transition, and for the permanently homeless. Solutions to meet this need may be included within areas designated in residential categories in this General Plan.

#### Goal

Strive to improve the existing neighborhoods, including the housing stock, the infrastructure and the quality of life.

#### Objective

The City shall identify the needs in each of the existing neighborhoods and prepare a plan to improve conditions in each neighborhood.

### Policy

Upgrade the existing neighborhoods through the construction, reconstruction and repair of public improvements on a regular and consistent schedule.

### Policy

The City shall identify open space and recreational needs in existing neighborhoods.

### Policy

The City shall develop a plan for the improvement of existing neighborhoods through demolition and rehabilitation of residential structures.

### Policy

The City shall adequately fund and support a Code Enforcement Program designed to continually protect the neighborhoods against deterioration of the structures and quality of life.

### COMMERCIAL DEVELOPMENT POLICIES

Retail commercial development in Coachella has historically been built around the nucleus of Sixth Street, the City's downtown area and along one of the two highways that traverse the city. Development in the future is expected to build around the existing Interstate 10 and the developing State Highway 86 Expressway.



Two commercial land use categories are included on the Land Use Diagram, General Commercial and Entertainment Commercial. Projected development in the future will be allowed within the two commercial land use categories. Building intensities are presented in Figures 12 and 13. The Goals, Objectives and Policies which follow establish the standards for building intensity and the development characteristics of commercial development in Coachella's future. Consistent categories are identified for each land use designation in Figure 13.

#### Goal

Encourage commercial development that meets the needs of the residents, neighborhoods and the community and that attracts shoppers from the regional commercial market.

#### Objective

The General Plan shall designate commercial land use categories, General Commercial and Entertainment Commercial, in areas that will create an environment in which the various types of commercial development can flourish.



The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry and the target market to understand the current and future demand for the product or service. The market analysis should also identify the key competitors and their strengths and weaknesses. This information is used to develop a marketing strategy that will allow the business to compete effectively in the market.

The second step in the process is to develop a financial plan. This involves estimating the costs of the business and the revenue it is expected to generate. The financial plan should also include a break-even analysis, which shows the point at which the business will become profitable. This information is used to determine the amount of capital required to start the business and to develop a financing strategy.

The third step in the process is to develop an operational plan. This involves detailing the day-to-day activities of the business, such as production, distribution, and customer service. The operational plan should also include a timeline for the implementation of the business plan and a list of the key personnel responsible for each area of the business.

The fourth step in the process is to develop a management plan. This involves identifying the key management personnel and their roles and responsibilities. The management plan should also include a list of the key performance indicators (KPIs) that will be used to measure the success of the business and a list of the key risks that the business faces.

The fifth step in the process is to develop a summary executive plan. This is a brief overview of the business plan that is used to attract investors and other stakeholders. The summary executive plan should include a clear statement of the business's mission and vision, a brief description of the product or service, and a list of the key financial and operational highlights.

The sixth step in the process is to develop a detailed business plan. This is a comprehensive document that contains all of the information gathered in the previous steps. The detailed business plan is used to guide the business's operations and to provide a basis for monitoring and evaluating its performance.

The final step in the process is to implement the business plan. This involves putting the plan into action and monitoring its progress. The business owner should regularly review the plan and make adjustments as needed to ensure that the business is on track to achieve its goals.

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry and the target market to understand the current and future demand for the product or service. The market analysis should also identify the key competitors and their strengths and weaknesses. This information is used to develop a marketing strategy that will allow the business to compete effectively in the market.

## CONDUCTING MARKET RESEARCH

There are several methods for conducting market research, each with its own strengths and weaknesses. The most common methods are surveys, focus groups, and interviews. Surveys are a good way to gather quantitative data from a large number of people. Focus groups are a good way to gather qualitative data from a small number of people. Interviews are a good way to gather detailed information from a single person. The choice of method will depend on the specific needs of the business.

Once the market research has been completed, the next step is to analyze the data and develop a marketing strategy. This involves identifying the key factors that influence the demand for the product or service and developing a plan to reach the target market. The marketing strategy should also include a list of the key competitors and a list of the key risks that the business faces.

The third step in the process is to develop an operational plan. This involves detailing the day-to-day activities of the business, such as production, distribution, and customer service. The operational plan should also include a timeline for the implementation of the business plan and a list of the key personnel responsible for each area of the business.

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The fifth step in the process is to develop a summary executive plan. This is a brief overview of the business plan that is used to attract investors and other stakeholders. The summary executive plan should include a clear statement of the business's mission and vision, a brief description of the product or service, and a list of the key financial and operational highlights.

## Policy

The General Plan shall state building intensity in terms of Floor Area Ratio (FAR). FAR shall be defined as the gross floor area of a building divided by the net area of the commercial parcel of land. Net area is the total area of a site minus the area dedicated as public street right-of-way.

## Policy

A General Commercial (CG) category shall be established on the Land Use Policy Diagram. The CG category shall provide for the development of retail commercial businesses and offices for the provision of services, as well as allowing for the development of multiple family residential units that are compatible with and enhance the retail commercial character of the area.

## Policy

Except for the downtown area, the maximum FAR in the General Commercial (CG) category shall be 0.25 for retail projects and 0.40 for office projects. There shall be no maximum FAR in the General Commercial category for the downtown area.

## Policy

General Commercial categories shall be designated in appropriate locations for the development of retail commercial businesses and offices. Locational criteria shall include adequate levels of traffic, street capacity, utility services, market area and compatibility with surrounding development to provide a safe and attractive development.

## Policy

Commercial developments to serve neighborhoods will be allowed to locate in the CG category in areas that meet the following criteria:

- A market feasibility study is prepared which considers existing neighborhood centers and demonstrates sufficient additional market demand to support the proposed project
- No more than one neighborhood commercial project is located at a given intersection
- Utilities and transportation facilities are available which are capable of serving the proposed use
- The project has direct access to arterial streets

- The project is sufficiently buffered from surrounding residential land uses
- All neighborhood commercial centers shall include appropriate site planning and urban design amenities to encourage travel by non-motorized modes of transportation and public transit, particularly for residents from adjacent neighborhoods

## Policy

Multiple family residences will be allowed to locate in the General Commercial (CG) category subject to specific approval by the City and providing:

- Units are located 1,000 feet away from the railroad tracks
- Units are sufficiently buffered both internally and externally from more intensive uses
- Units contain design elements which encourage pedestrian and/or bicycle transportation to the downtown or they propose a creative integration of residential and commercial uses, for example, shops on the first floor with the shopkeeper's residence above
- Multiple family projects shall be allowed only if a finding can be made that they are compatible with and enhance the retail character of the area

## Policy

An Entertainment Commercial (CE) category shall be established on the Land Use Policy Diagram. The Entertainment Commercial category shall provide area for the development of a broad spectrum of commercial and residential uses centered around the entertainment industry and regional commercial uses which serve local, regional and international trade areas. Typical facilities would include golf courses, casinos, hotels, theaters, retail and restaurant facilities, recreational vehicle parks, auto malls, single and multiple family dwellings, recreation uses such as water parks, family entertainment centers, tennis camps, equestrian centers and fairgrounds.

## Policy

The Medium Density Residential (RM) category shall also serve as the underlying category for the Commercial Entertainment (CE) area with resort housing being encouraged.





## Policy

The maximum FAR in the Entertainment Commercial (CE) category shall be 0.40 FAR. The maximum allowable building height shall not exceed 50 feet or five stories, whichever is less.

## Policy

The City shall encourage the creation of a development partnership with significant participation by private property owners within the Entertainment District to represent the interests of all property owners throughout the planning and development process.

## Policy

The City shall promote the preparation of a comprehensive Specific Plan for the Entertainment Commercial area to further refine land use and site design features. The Specific Plan should create a feasible development plan and set forth the specific land uses, project phasing and the means to implement its infrastructure.

## Policy

Proposed Specific Plans which involve less than 100% of the CE category shall be reviewed by the City in light of the whole CE category. Partial Specific Plans shall meet the following criteria:

- Infrastructure which will adequately serve the project and which includes sufficient right-of-way dedication and/or utility oversizing to accommodate future development.
- The Specific Plan creates a feasible development plan for the area and sets forth the specific land uses, project phasing and the means to implement its infrastructure.
- Cumulative specific plans within the CE category do not exceed the acreage, FAR and dwelling unit thresholds identified on Figure 12. Incremental projects which exceed these thresholds will require additional environmental review and/or approval of a General Plan Amendment.
- The type and distribution of land use is consistent with the Goals, Objectives and Policies of the CE category.

## Policy

The City shall develop and maintain a system of accounting for cumulative land use development within the CE category.

## Policy

The maximum FAR for neighborhood commercial centers shall be 0.40 and building height shall not exceed two stories. Neighborhood commercial sites shall not exceed 3 acres in size.

## INDUSTRIAL DEVELOPMENT POLICIES

Two industrial land use categories are included on the Land Use Policy Diagram. The associated acreages and square footage distribution of building floor area are presented on Figure 11. Standards of building intensity and development characteristics are stated in the Goals, Objectives and Policies which follow and are summarized in Figure 13.



### Goal

The City shall establish sufficient industrial areas to provide a diversified economy and a stable employment base for Coachella's residents.

### Objective

The General Plan shall designate industrial land use categories on the Land Use Policy Diagram which will create an environment where various industrial uses can flourish.

## Policy

The General Plan shall utilize the building FAR as the appropriate standard for industrial land use intensity. FAR shall be defined as the gross floor area of a building divided by the net area of the industrial parcel of land. Net area is the total area of a site minus the area dedicated as public street right-of-way.





## Policy

A Heavy Industrial (IH) category shall be established on the Land Use Policy Diagram. The IH category shall provide area for intensive industrial activities including existing auto wrecking and disassembly and uses of a similar intensity.

## Policy

The maximum FAR of a project in the IH category shall be 0.40. Projects in IH areas shall be located with direct access to arterial or nonresidential collector streets.

## Policy

The IH category shall not include uses which negatively affect conforming commercial or residential land uses or contribute to deterioration of existing environmental conditions beyond that allowed by state and federal standards.

## Policy

The City shall establish development standards and review procedures for projects allowed in the IH category addressing such areas as access, signage, landscaping setbacks, building facade treatments, pedestrian amenities and similar design features.

## Policy

A Light Industrial (IL) category shall be established on the Land Use Policy Diagram. The IL category shall provide area for a broad spectrum of light to medium manufacturing activities such as food processing, refrigeration and packing; manufacturing of homes; storage of component parts; assembly and manufacturing of parts for product creation; fabrication; warehousing, batch plants; railroad and trucking related loading and distribution activities as well as ancillary uses to permitted manufacturing uses.

## Policy

The maximum FAR standard for the IL category shall be 0.40. Projects in IL areas shall be located with direct access to arterial or nonresidential collector streets.

## Policy

The IL category shall not include uses which negatively affect adjacent conforming commercial or residential land uses or contribute to deterioration of

existing environmental conditions beyond that allowed by state and federal standards.

## Policy

The City shall establish development standards and review procedures for projects allowed in the IL category addressing such areas as access, signage, landscaping setbacks, building facade treatments, pedestrian amenities and similar design features.

## OPEN SPACE DEVELOPMENT POLICIES

Two categories of open space are included on the Land Use Policy Diagram. The standards for building intensity and development characteristics are stated in the goals, objectives and policies which follow.

### Goal

The City shall contain ample amounts and varying types of open space and agriculture for its scenic, recreational and economic contribution to Coachella's quality of life.

### Objective

The General Plan shall designate open space categories on the Land Use Policy Diagram in an amount adequate to provide recreational opportunities and the preservation of resources.

## Policy

The Open Space (OS) category shall be established on the Land Use Policy Diagram. The OS category shall provide for recreational opportunities and the preservation of resources.

## Policy

Development in areas subject to flooding shall be limited primarily to recreational uses such as golf courses, trails, play fields and similar uses which are compatible with periodic inundation by stormwater runoff. Development in other OS areas shall be pursuant to the policies of the Open Space Element.



The first of these is the fact that the world is not a uniform whole. It is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.1. The World as a Whole

The world as a whole is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.2. The World as a Living Organism

The world as a living organism is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.3. The World as a Simple Machine

The world as a simple machine is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.4. The World as a Complex of Many Different Parts

The world as a complex of many different parts is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.5. The World as a Living Organism

The world as a living organism is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.6. The World as a Simple Machine

The world as a simple machine is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.7. The World as a Complex of Many Different Parts

The world as a complex of many different parts is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.8. The World as a Living Organism

The world as a living organism is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

The world as a simple machine is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

The world as a complex of many different parts is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.9. The World as a Living Organism

The world as a living organism is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

### 1.10. The World as a Simple Machine

The world as a simple machine is a complex of many different parts, each with its own characteristics and its own laws. This complexity is the result of the fact that the world is not a simple machine, but a living organism, constantly changing and developing.

## Policy

The OS category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of a Conditional Use Permit should include conditions which minimize conflicts with adjacent open space.

## Policy

The Agriculture (AG) category shall be established on the Land Use Policy Diagram. The AG category shall provide for agricultural production.

## Policy

The AG category shall provide for the protection and preservation of agriculture as long as possible. The preservation of agriculture is desirable as a major industry of Coachella. Some methods of preserving agricultural land could include:

- Density transfers to allow a greater portion of proposed development on other sites in order to allow productive sites to remain in agricultural production
- Use of the Williamson Act
- Implementing a right-to-farm ordinance
- Adopting a farmland protection program

Agricultural development policies are discussed in detail in the Agriculture Element.

## Policy

Preservation of date palm and citrus groves will be encouraged. Where preservation is not possible, trees may be incorporated into the landscape areas or relocated to other public areas within the community.

## Policy

The AG category shall allow for residential development at a maximum density of 1 dwelling unit per 40 acres (0.025 du/ac) as an incidental use to the primary agricultural use.

## Policy

The AG category shall allow for mining with the approval of a Conditional Use Permit. In order to contribute to regional availability of mineral resources, mining is necessary and the approval of

a Conditional Use Permit should include conditions which minimize conflicts with adjacent development.

## PUBLIC USE DEVELOPMENT POLICIES

A Public Use category is included on the Land Use Policy Diagram. The standards for building intensity and development characteristics are stated in the goals, objectives and policies which follow.

### Goal

The City shall contain sufficient land for public purposes.

### Objective

The General Plan shall include a Public Use (P) category on the Land Use Policy Diagram which provides for various types of public facilities and improved neighborhood and community parks.

## Policy

The General Plan shall establish a Public Use (P) category on the Land Use Policy Diagram to identify the location of major public facilities. Examples of major public facilities may include:

- Community, Senior and Youth Centers
- Fire Stations
- Government Offices
- Multipurpose Facilities
- Libraries
- Police Stations
- Post Offices
- Public Schools
- Public Parks
- Other facilities operated and staffed by public or nonprofit agencies for the public benefit

Specifically excluded from this list are infrastructure and utility facilities which are allowed in all land use categories throughout the City.



The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers. This includes determining the target market, selecting appropriate marketing channels, and setting a budget for marketing activities.

## 1. Market Analysis

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

## 2. Marketing Strategy

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The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

## 3. Financial Projections

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

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## 4. Conclusion

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

## 5. Appendix

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

## 6. References

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape.

## 7. Glossary

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

### 8.1 Introduction

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape.

### 8.2 Market Analysis

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

### 8.3 Marketing Strategy

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

### 8.4 Financial Projections

#### 8.4.1 Revenue Projections

#### 8.4.2 Expense Projections

#### 8.4.3 Profit Projections

#### 8.4.4 Break-Even Analysis

#### 8.4.5 Cash Flow Projections

#### 8.4.6 Sensitivity Analysis

#### 8.4.7 Risk Analysis

The first step in the process of creating a business plan is to conduct a market analysis. This involves researching the industry, identifying potential customers, and understanding the competitive landscape. The second step is to develop a marketing strategy, which outlines how the business will attract and retain customers.

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## **Solid Waste**

The General Plan shall provide adequate provision for future Solid Waste sites. Solid waste generated by the City that is not otherwise diverted is disposed of in Riverside County landfills. The nearest municipal landfill to Coachella is the Coachella Landfill located at 87-011 Avenue 44, just east of the Coachella city limits and within the planning area. This landfill receives approximately 700 tons of solid waste per day and is scheduled for closure in December, 1996. The County of Riverside is considering the 640 acres purchased at closure of the Coachella Landfill as a potential Material Recovery Facility site.

When the Coachella Landfill is no longer available for service, the Edom Hill Landfill located at 70-100 Varner Road in Cathedral City will be used. This is located outside of the Coachella planning area. Edom Hill Landfill receives an average of 700 tons of solid waste per day and has a remaining lifetime of approximately five years. The projected closure date for the Edom Hill Landfill is in July of the year 2001. When Edom Hill closes, Western Waste would likely use the Mesquite Landfill located south of the planning area in Imperial County. The facility was approved for operation in 1995 and is owned by Western Waste. Other landfills which would be within their disposal radius (200 miles) include the La Paz Landfill located in Arizona, northeast of Blythe, and the El Sobrante Landfill located in Corona.

See the Coachella General Plan 2020, Environmental Impact Report for a complete discussion of this subject, specifically in Section 3.0 Environmental Impacts, pages 201 through 203. The Coachella Landfill is noted on the Land Use Diagram as Public Use (P). The Coachella General Plan 2020, Environmental Impact Report contains information official to the Land Use Element and is specifically incorporated herein by reference. Also see the Infrastructure & Public Services Element for a discussion of this subject. The Infrastructure & Public Services Element contains information critical to the Land Use Element and is specifically incorporated herein by reference.

## **Policy**

Existing and future Landfill sites within the Planning Area shall be identified on the Land Use Map in the Public Use (P) category.

## **Areas Subject to Flooding**

The areas subject to flooding are shown on Figure 3.3-1, Drainage Features diagram contained in the Coachella General Plan 2020, Environmental Impact Report. Please refer to this document for a complete discussion of this subject, specifically in Section 3.0 Environmental Impacts, pages 46 through 53. The Coachella General Plan 2020, Environmental Impact Report contains information critical to the Land Use Element and is specifically incorporated herein by reference. Also see the Infrastructure and Public Services Element for a discussion of this subject and specifically pages 92 and 98. The Infrastructure and Public Services Element contains information critical to the Land Use Element and is specifically incorporated herein by reference.

## **Policy**

Areas subject to flooding shall be identified by Figure 3.3-1, Drainage Features diagram, included in the Coachella General Plan 2020 Environmental Impact Report and shall be reviewed annually as required by California Government Code Section 65302(a).

## **Transportation Demands as affected by Land Use Proposals**

A discussion of land use proposals that will affect demands in transportation facilities is contained in the Coachella General Plan 2020, Environmental Impact Report. See the EIR for a complete discussion of this subject, specifically in Section 3.0 Environmental Impacts, pages 65 through 107. The Coachella General Plan 2020, Circulation Element, Environmental Impact Report and Appendix D Circulation Element Background Study contain information critical to the Land Use Element and to the analysis and to the analysis of this issue and are specifically incorporated herein by reference.





## CITYWIDE DEVELOPMENT POLICIES

### Goal

The City shall organize the community to participate in the implementation of the General Plan goals, objectives and policies utilizing the existing organizational structure based on the eight colonias.

### Objective

To involve the community in the review of new projects and the upgrade of existing neighborhoods.

### Policy

The City shall mail public notice of all new project proposals to the affected colonia to allow them to become involved and have a voice in the review and approval process.

### Policy

The City shall actively involve each colonia in the identification of neighborhood needs and the development of programs for public improvements and rehabilitation of housing.

### Goal

The City shall recognize and incorporate existing approved master plans and major highways.

### Objective

The General Plan shall include a Transportation (T) category on the Land Use Policy Diagram which includes the Interstate 10 freeway and State Highway 86 rights-of-way.

### Policy

A Transportation (T) category shall be established on the Land Use Policy Diagram based upon State and Federal rights-of-way for the Interstate 10 Freeway and State Highway 86.

### Policy

The Transportation category shall allow only transportation related facilities including roads, bridges, traffic safety devices, infrastructure, utilities and other related features.

### Objective

The General Plan shall identify and incorporate approved Specific Plans.

### Policy

The location, boundaries and generalized land use of approved Specific Plans shall be identified on the Land Use Policy Diagram.

### Policy

Within the Specific Plan boundaries, the Specific Plan is the official General Plan land use diagram, including maximum allowable residential densities and nonresidential intensities. Land uses within Specific Plan boundaries depicted on the Land Use Policy Diagram are illustrative only to show the general pattern of land use and its overall relationship to adjacent properties. The adopted Specific Plan shall be consulted for a detailed understanding of allowable land uses and maximum densities or intensities.

### Objective

The General Plan shall identify and incorporate the Thermal Airport Master Plan.

### Policy

The location and boundaries of the Thermal Airport Master Plan shall be identified on the Land Use Policy Diagram.

### Policy

Within the Thermal Airport Master Plan boundary, the Thermal Airport Master Plan is the official General Plan land use diagram, except where specific land uses have been assigned. The Master Plan should be consulted for a detailed understanding of allowable land uses and maximum densities or intensities.



10.1

The first major event in the history of the United States was the American Revolution, which began in 1775 and ended in 1783. This was a war for independence from Great Britain, and it resulted in the United States becoming a sovereign nation.

10.2

The second major event in the history of the United States was the Civil War, which began in 1861 and ended in 1865. This was a war between the Northern and Southern states, and it resulted in the Southern states being reintegrated into the Union.

10.3

The third major event in the history of the United States was the Great Depression, which began in 1929 and ended in 1939. This was a period of economic hardship, and it resulted in the United States becoming a major power in the world.

10.4

The fourth major event in the history of the United States was the Vietnam War, which began in 1955 and ended in 1975. This was a war between the United States and North Vietnam, and it resulted in the United States withdrawing from Vietnam.

10.5

The fifth major event in the history of the United States was the 9/11 attacks, which occurred on September 11, 2001. This was a terrorist attack on the World Trade Center, and it resulted in the United States launching a war on terror.

10.6

The sixth major event in the history of the United States was the 2008 financial crisis, which began in 2007 and ended in 2009. This was a period of economic hardship, and it resulted in the United States becoming a major power in the world.

10.7

The seventh major event in the history of the United States was the 2013-2014 Ebola outbreak, which began in 2013 and ended in 2014. This was a disease outbreak, and it resulted in the United States becoming a major power in the world.

The eighth major event in the history of the United States was the 2015-2016 Zika outbreak, which began in 2015 and ended in 2016. This was a disease outbreak, and it resulted in the United States becoming a major power in the world.

10.9

The ninth major event in the history of the United States was the 2017-2018 measles outbreak, which began in 2017 and ended in 2018. This was a disease outbreak, and it resulted in the United States becoming a major power in the world.

10.10

The tenth major event in the history of the United States was the 2019-2020 COVID-19 outbreak, which began in 2019 and ended in 2020. This was a disease outbreak, and it resulted in the United States becoming a major power in the world.

10.11

The eleventh major event in the history of the United States was the 2020-2021 election, which began in 2020 and ended in 2021. This was a political event, and it resulted in the United States becoming a major power in the world.

10.12

The twelfth major event in the history of the United States was the 2021-2022 election, which began in 2021 and ended in 2022. This was a political event, and it resulted in the United States becoming a major power in the world.

10.13

The thirteenth major event in the history of the United States was the 2022-2023 election, which began in 2022 and ended in 2023. This was a political event, and it resulted in the United States becoming a major power in the world.

10.14

The fourteenth major event in the history of the United States was the 2023-2024 election, which began in 2023 and ended in 2024. This was a political event, and it resulted in the United States becoming a major power in the world.

**Objective**

The General Plan shall indicate Indian Tribal Lands on the Land Use Policy Diagram.

**Policy**

The location and boundaries of Indian Tribal Lands shall be identified on the Land Use Policy Diagram.

**Policy**

The City shall coordinate with local Indian Tribes including the Cabazon Band of Mission Indians, the 29 Palms Band of Mission Indians, the Augustine Band of Mission Indians and the Torres Martinez Desert Cahuilla Indians to achieve mutually compatible land uses on adjacent properties.

**Policy**

The City shall strive to negotiate a land use agreement with each tribe to establish a working relationship and to set goals and objectives for the future.

**Goal**

The growth of the City shall be based on fiscally responsible decisions regarding its ability to provide services and to meet the needs of developing adjacent land outside the corporate limits.

**Objective**

The General Plan shall identify guidelines for expansion of the City's incorporated area.

**Policy**

The City shall work with surrounding jurisdictions and LAFCO to establish a comprehensive sphere of influence so that expansion can occur in a logical and planned manner.

**Policy**

The City shall identify areas within its existing and future sphere of influence which shall be a priority for annexation.

**Policy**

Areas targeted for annexation shall be evaluated for the potential to broaden the City's tax base, generate tax revenues and attract desirable development within the City.

**Policy**

Existing agricultural uses in sphere of influence areas should be retained until conversion to urban uses are sound economic decisions.

**Policy**

The City shall coordinate with Riverside County to designate compatible and desirable land uses in areas outside of the City's incorporated area, but within the City's sphere of influence. Upon annexation of such areas, a General Plan Amendment may be permitted to adjust land use designations for consistency with the land use and annexation policies of the City.

**LAND USE IMPLEMENTATION MEASURES**

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Land Use Element are presented on Figure 14, the City of Coachella Land Use Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the infrastructure and public services development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



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**FIGURE 14**

**CITY OF COACHELLA LAND USE ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                                                                 | <b>Purpose</b>                                                        | <b>Key Participants</b>                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Prepare and adopt detailed residential density bonus guidelines                                                                                | To guide the use of density bonuses required by State Law             | City Council<br>Planning Commission<br>Planning Department                           |
| Prepare and adopt a hillside conservation ordinance                                                                                            | To protect the hillsides and to enhance hillside development          | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department |
| Prepare and adopt Zoning Ordinance revisions                                                                                                   | To achieve consistency with the General Plan                          | City Council<br>Planning Commission<br>Planning Department                           |
| Prepare and adopt a plan for the preservation of agricultural land, including a program of incentives                                          | To preserve agricultural land                                         | City Council<br>Planning Commission<br>Planning Department                           |
| Prepare a plan for landscaping that gives a sense of agricultural character including plant materials and typical planting arrangements        | To preserve the character of agricultural areas as development occurs | City Council<br>Planning Commission<br>Planning Department                           |
| Prepare a plan for community gardens                                                                                                           | To preserve agriculture                                               | City Council<br>Planning Commission<br>Planning Department                           |
| Prepare an analysis of California State Law and the Coachella Municipal Code with recommendations for regulations regarding farm labor housing | To meet the needs of the agricultural industry and the farm laborers  | City Council<br>Planning Commission<br>Planning Department                           |



|                                                    |                                                                                       |                 |            |
|----------------------------------------------------|---------------------------------------------------------------------------------------|-----------------|------------|
| 1. What is the purpose of this document?           | To provide information about the project and its progress.                            | Project Manager | 10/10/2023 |
| 2. What are the main objectives of the project?    | To develop a new product and launch it in the market.                                 | Project Manager | 10/10/2023 |
| 3. What are the key milestones of the project?     | Project start, Design completion, Development completion, Testing completion, Launch. | Project Manager | 10/10/2023 |
| 4. What are the risks associated with the project? | Time constraints, Budget constraints, Resource constraints, Market competition.       | Project Manager | 10/10/2023 |
| 5. What are the next steps to be taken?            | Finalize the design, Start development, Conduct testing, Prepare for launch.          | Project Manager | 10/10/2023 |

Project Manager  
 Date: 10/10/2023  
 Signature: [Signature]

| Implementation Measures                                                                                                                                                                        | Purpose                                                                                                                                  | Key Participants                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identify the needs of the homeless and prepare a plan to address the problems                                                                                                                  | To provide alternative housing for needs not currently met                                                                               | City Council<br>Planning Commission<br>Planning Department<br>Police Department<br>Code Enforcement                                                   |
| Work with each of the colonias to identify neighborhood deficiencies including incompatible land uses, structural and code enforcement problems, and to prepare a program for their correction | To involve the community in the upgrade of their neighborhoods                                                                           | City Council<br>Code Enforcement<br>Public Works<br>Building Department<br>Colonias                                                                   |
| Prepare and adopt a Specific Plan for the Entertainment Commercial Area                                                                                                                        | To further refine the mix, spacial location, design criteria and development standards for uses within the Entertainment Commercial area | City Council<br>Planning Commission<br>Planning Department<br>Economic Development Committee<br>Engineering Department                                |
| Prepare and maintain a system of accounting for cumulative land use development within the CE category                                                                                         | To track environmental considerations met by the General Plan EIR                                                                        | Planning Department                                                                                                                                   |
| Prepare an annexation strategy                                                                                                                                                                 | To identify an appropriate strategy that maximizes city opportunities and preserves fiscal strengths                                     | City Council<br>Planning Department                                                                                                                   |
| Prepare and adopt guidelines for promoting and supporting agri-business retention and development                                                                                              | To strengthen the existing agri-business industry                                                                                        | City Council<br>Planning Commission<br>Planning Department<br>Economic Development Committee                                                          |
| Work with the Indian Tribes to develop cooperative strategies and agreements for future development and to achieve mutually compatible land uses                                               | To establish working relationships for cooperative planning                                                                              | City Council<br>Planning Commission<br>City Manager<br>Planning Department                                                                            |
| Create a downtown commercial district for funding and promoting rehabilitation, new development and cooperative promotion and marketing                                                        | To strengthen the Downtown commercial area                                                                                               | City Council<br>Planning Commission<br>Planning Department<br>Chamber of Commerce<br>Economic Development Committee<br>C.V. Enterprise Zone Authority |





| Implementation Measures                                                                                                                                                                      | Purpose                                                                                   | Key Participants                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| Explore possibilities of attracting and developing a MetroLink station that enhances the Downtown, Entertainment Area and community                                                          | To attract new visitors to Coachella and to provide regional transportation for residents | City Council<br>Planning Commission<br>City Manager<br>Planning Department<br>Economic Development Committee<br>Engineering Department |
| Prepare and adopt design standards for Multiple Family Residential development and rehabilitation                                                                                            | To assure quality of projects                                                             | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department                                                   |
| Prepare and adopt plans for the preservation of habitat areas for endangered wildlife, and plant species, as well as archaeological, cultural, historical and mineral resources              | To protect resources                                                                      | City Council<br>Planning Commission<br>Planning Department                                                                             |
| Prepare and adopt development standards for Heavy Industrial development addressing such areas as access, signage, landscaping setbacks, building facade treatments and pedestrian amenities | To assure quality development of heavy industrial facilities                              | City Council<br>Planning Commission<br>Planning Department                                                                             |
| Review and revise, as may be necessary, the Planned Unit Development (PUD) zoning ordinance                                                                                                  | To assure quality projects                                                                | City Council<br>Planning Commission<br>Planning Department                                                                             |



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| 13. Name of the teacher<br>_____<br>_____<br>_____ | 14. Subject<br>_____<br>_____<br>_____  | 15. Topic<br>_____<br>_____<br>_____ | 16. Marks<br>_____<br>_____<br>_____    |
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# CIRCULATION ELEMENT

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The Circulation Element of the Coachella General Plan concerns itself with the circulation of people and goods. Its provisions support the Goals, Objectives and Policies of the Land Use Element, and has direct relationships with the Housing, Open Space and Environmental Hazards & Safety Elements. Coachella's General Plan also has an Infrastructure & Public Services Element which concerns itself with the circulation of energy, water, sewage, storm drainage and communications. The information contained in the Infrastructure and Public Services Element is critical to the Circulation Element and is incorporated herein by reference. Coachella's Circulation Element identifies and establishes the City's network of streets, sidewalks, bike paths, equestrian trails and public transportation systems.

The State General Plan Guidelines stress the importance of the circulation element as follows:

**Physical** - The circulation system is one of the chief generators of physical settlement patterns, and its location, design and constituent modes have major impacts on air quality, plant and animal habitats, environmental noise, energy use, community appearance and other environmental components.

**Social** - The circulation system is a primary determinant of the pattern of human settlement. It has a major impact on the areas and activities which it serves, on community cohesion and on the quality of human life. The circulation system should be accessible to all segments of the population, including the disadvantaged, the young, the poor, the elderly and the handicapped.

**Economic** - Economic activities normally require circulation for materials, products, ideas or employees, and thus the viability of the community's economy is directly affected by the circulation element. The efficiency of a community's circulation system can either contribute to or adversely affect that community's economy.

No city or county is an island in its regional setting. It is, therefore, prudent for a local planning agency to coordinate its circulation element provisions with applicable state and regional transportation

plans (see Government Code Sections 65103(f) and 65080 *et. seq.*). Likewise, the state must coordinate its plans with local governments (Government code Section 65080(a) and the federal government is under a similar obligation (Section 134, Title 23 of the U.S. Code).

## EXISTING SETTING

Coachella is a desert community of 21,038 permanent residents. The core community is approximately four square miles in size with incorporated City limits extending to approximately 21 square miles. The existing circulation system in Coachella's Planning Area, 84 square miles in size, serves development in three major areas, primarily urban mixed uses in downtown Coachella and Thermal and low intensity agricultural uses throughout much of the Planning Area.

**Street System** - The existing circulation system has developed into an incomplete rectangular grid system made up of section line roadways at one mile intervals in each direction, a pattern typical of agricultural areas. Interstate 10, the Southern Pacific Railroad, State Highway 111 and State Highway 86 modify the grid system as they cut diagonally across the Planning Area. Most of the local roadways are undivided, two lane streets without curbs or gutters. Four lane roadway sections and accompanying improvements are found on major arterials. Portions of Harrison Street (old State Highway 86), Dillon Road and Avenue 52 are divided.

The Coachella roadway network consists of State Highway 111 (Grapefruit Boulevard), Interstate 10, State Highway 86, and major, primary and secondary arterial streets as well as a system of collector and local collector streets. Key roadways in the City of Coachella Planning Area include the following:

- State Highway 111 - This four lane, northwest-southeast oriented state highway provides the primary access to the City's Central Business District and is a major intra-regional and inter-regional route for the Coachella Valley.
- Interstate 10 - This four and six lane freeway traverses the community in an east-west direction and functions as the major transportation facility carrying regional and national traffic.





- State Highway 86 - This four lane, northwest-southeast oriented, divided expressway provides access to the City of Coachella.
- Harrison Street (formerly State Highway 86) - This four lane divided street changes to a two lane undivided street south of Avenue 54. It is a major north-south oriented roadway providing access to the Salton Sea and Imperial County.
- Dillon Road - This two lane major northeast-southwest oriented roadway serves as a primary access point to the City of Coachella, providing direct access to State Highway 86, State Highway 111, and Harrison Street.

Nine intersections in Coachella are controlled by traffic signals along Dillon Road, Harrison Street and State Highway 111. Seven additional traffic signals control intersections located within the Planning Area but not within the City of Coachella. The remaining intersection locations within the City of Coachella and the Planning Area are controlled by stop signs.

Traffic volumes in Coachella demonstrate considerable seasonal variation, with the winter months representing the highest traffic volume periods and the summer months representing the lowest traffic volume periods. The heaviest traffic flows are found on State Highway 111 between Madison Street and Harrison Street, and on Harrison Street between State Highway 111 and Avenue 52. The relatively high traffic volumes on State Highway 111 contain a high proportion of regional trips.

**Truck Routes** - Truck routes were designated in the City of Coachella in 1978. Critical to Coachella's future is the update of the truck route plan. The plan should restrict truck traffic and associated noise to routes with compatible land uses or noise protection measures. The streets chosen to serve as truck routes shall be constructed to withstand the additional weight and traffic. Currently designated Truck Routes are depicted in Figure 3-11 of the Circulation Element Background Study, page 3-17, Appendix D of the City of Coachella General Plan EIR.

**Public Transportation** - Existing public transportation service in Coachella is provided by Sunline Transit Agency. Figure 15 depicts current Sunline Bus Routes. National bus service is provided by several carriers from stops in Indio.

The provision of public transportation is a critical need in Coachella. A greater proportion of the population is reliant upon its provision and is more greatly affected if the modes of transportation are

not well coordinated. Increased use of public transportation reduces congestion noise impacts and improves air quality.

**Nonmotorized Trail Systems** - Existing pedestrian and bicycle trails in Coachella are limited and consist of the following:

- Shared bicycle and automobile routes
- Unpaved trails
- An incomplete system of sidewalks primarily found adjacent to developed areas

Equestrian trails do not currently exist in the City of Coachella.

**Rail Service** - There are railroad lines which run parallel to State Highway 111 through Coachella. Rail service includes freight and limited passenger service. The lines are owned by Southern Pacific Railroad.

**Air Service** - The Thermal Airport provides nearby freight and private plane services. Figure 16 shows the Thermal Airport Influence Area. Bermuda Dunes Airport located west of Indio, approximately eight miles from Coachella, provides the same services. National and international service for passengers and freight is provided from Palm Springs International Airport, located approximately 28 miles from Coachella.

## SUMMARY OF KEY CIRCULATION ISSUES

- The City's goal of continued economic and physical growth requires an efficient transportation system to accommodate increased travel demand while also maintaining and reinforcing an attractive City character.
- For many years, the City lacked an active functioning program for street maintenance. This resulted in the deterioration of a significant number of streets to such an extent that structural failure of the pavement in many areas has resulted. Consequently, the City has implemented a systematic pavement reconstruction program to address this significant problem. The identification of adequate resources for this program is a constant challenge.







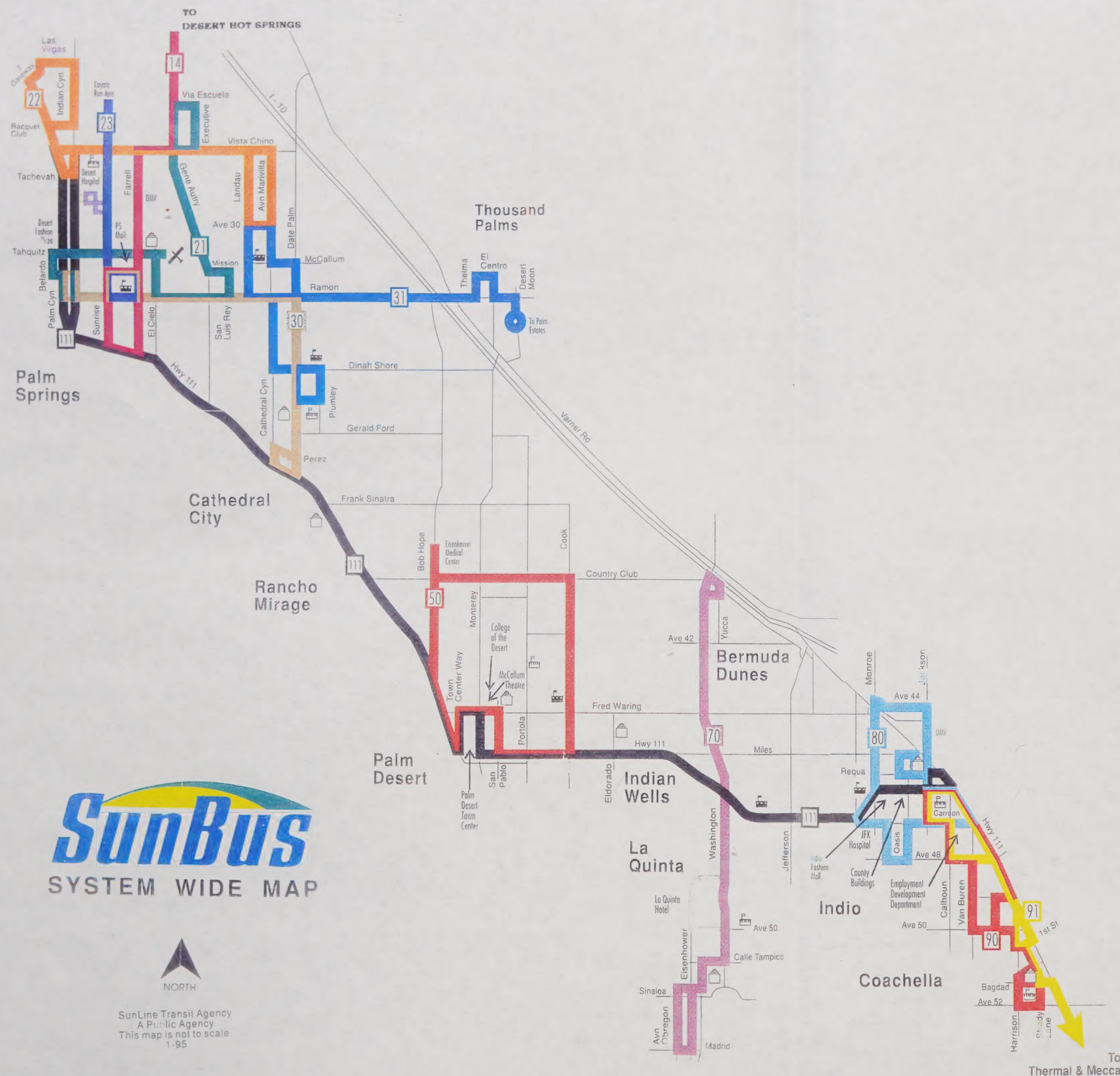


# SunLine Bus Routes

## LEGEND

- 111 Palm Springs - Coachella
- 14 Desert Hot Springs - Palm Springs
- 21 Palm Springs
- 22 Palm Springs - Cathedral City
- 23 Palm Springs (Sunrise Way)
- 30 Cathedral City - Palm Springs
- 31 Thousand Palms - Cathedral City
- 50 Palm Desert - Rancho Mirage
- 70 La Quinta
- 80 Indio
- 90 Coachella
- 91 Coachella - Thermal - Mecca

City Hall High School Middle School



**SunBus**  
SYSTEM WIDE MAP



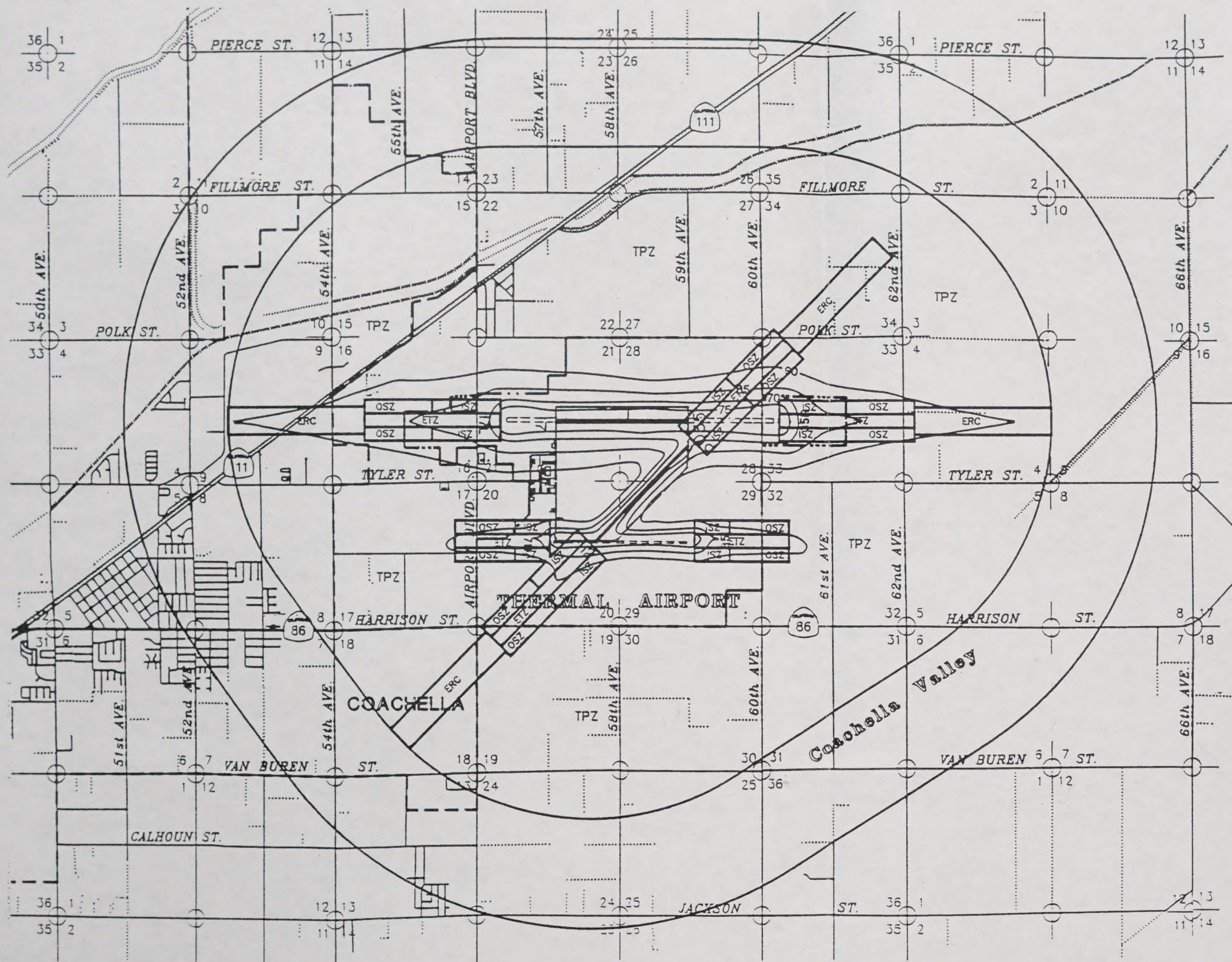
SunLine Transit Agency  
A Public Agency  
This map is not to scale  
1-95

Figure 15









Source: Riverside County



## Thermal Airport Airport Influenced Area

### LEGEND

- Airport Boundary
- City Limits
- ..... Unimproved Road
- Levee
- CNEL Noise Contour - 2010
- ISZ Inner Safety Zone
- OSZ Outer Safety Zone
- ETZ Emergency Touchdown Zone
- TPZ Traffic Pattern Zone
- ERC Extended Runway Centerline Zone
- Outer Edge of F.A.R. Part 77 Surfaces
- Future Runway/Extension
- Future Airport Property



Figure 16





- The Planning Area contains several existing linear barriers which have restricted the development of efficient circulation patterns, especially in an east-west direction. These include the Southern Pacific Railroad, the Coachella Valley Stormwater Channel, the All American Canal, State Highways 86 and 111, and the Interstate 10 Freeway. Localized circulation within the area bounded by the Railroad right-of-way and the stormwater channel is particularly constrained. The City is presently implementing design and construction projects to provide grade separation, bridges and other facilities along Avenue 50 and Avenue 52 as continuous east-west arterial roadways through the Planning Area.
- Regional circulation routes to Mexico are an important component of the City's future vision. Consequently, the City places a high value on the completion of State Highway 86, (the "NAFTA Highway") which will link Coachella with Mexicali, Mexico. Portions of State Highway 86 through the Planning Area have been constructed, with 12 miles remaining to be completed from Coachella to the existing highway.
- Most of Coachella's streets are older and were constructed without serious and consistent attention to aesthetics. Consequently, it is the City's desire to create an improved streetscape, especially at key entry portals to the City. The design philosophy should also respect and build upon the "open, spacious" feeling of the City by providing opportunities for vistas and avoiding the "tunnel effect" created in other communities by the extensive use of monotonous perimeter walls.
- The existing railroad tracks are at grade with intersecting streets. There is a history of collisions between agricultural trucks and trains.
- There is a high demand for Sunline bus service within the City. Because of the City's young population and large family size there is a need to expand the current network of bus routes coupled with more frequent service to enhance the usability of public transit within the City.

## CIRCULATION VISION STATEMENT

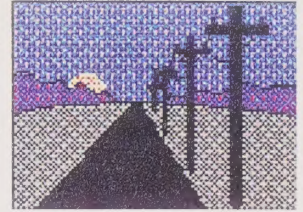
The essence of Coachella's vision for circulation is captured in the following statement.

The creation of a circulation system network with new, upgraded and reconstructed streets, the addition of streetscape improvements and continual upgrade to reflect the City's commitment to safety, quality and excellence.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Circulation Element is one of thirteen elements of the Coachella General Plan.

The goals, policies, standards and proposals within this element shall relate directly to, and shall be consistent with all other elements. The Circulation Element outlines the network of streets and other transportation modes for the efficient movement of people and goods.



## REFERENCES

The following documents contain information critical to the Circulation Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Land Use Element
- Urban Design Element
- Infrastructure & Public Services Element
- Thermal Airport Comprehensive Land Use Plan (excerpts included in Appendix B)

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report

### *The City of Coachella Multi-Hazard Functional Plan adopted by Ordinance 709 on November 4, 1992*

## OVERVIEW OF THE CIRCULATION ELEMENT POLICY DIAGRAM

A graphic depiction of the future is included as Figure 17, Future Daily Traffic Volumes. Future roadway designations are shown on Figure 18, Circulation Policy Diagram.

Roadway classifications are presented in Figure 19, Roadway Functional Classifications. Proposed street cross-sections for each of the designations are depicted on Figure 20, Proposed Street Cross-Sections Diagram. These are the standards and criteria to be used for future development.





Figure 17

### Future Daily Traffic Volumes (in Thousands)

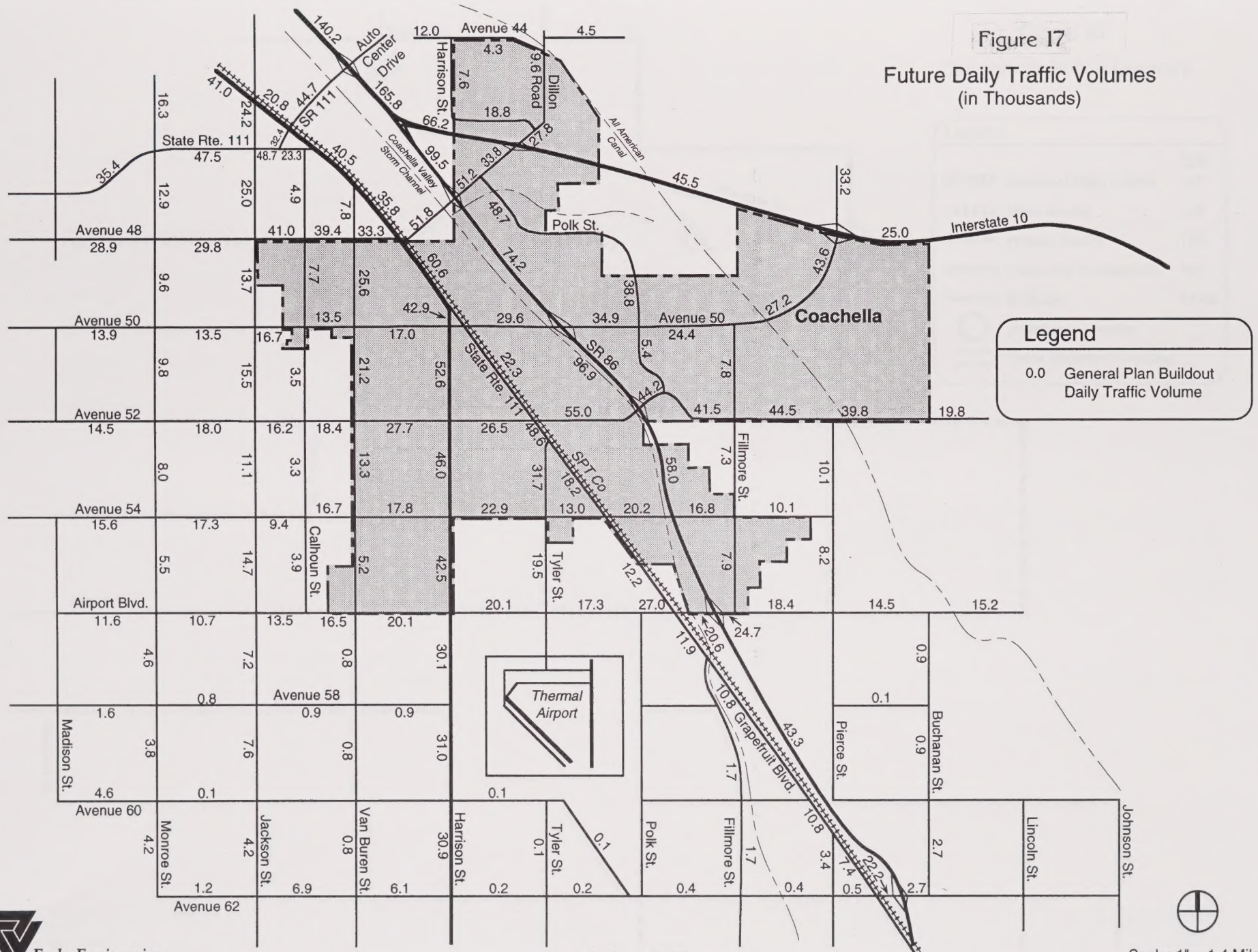
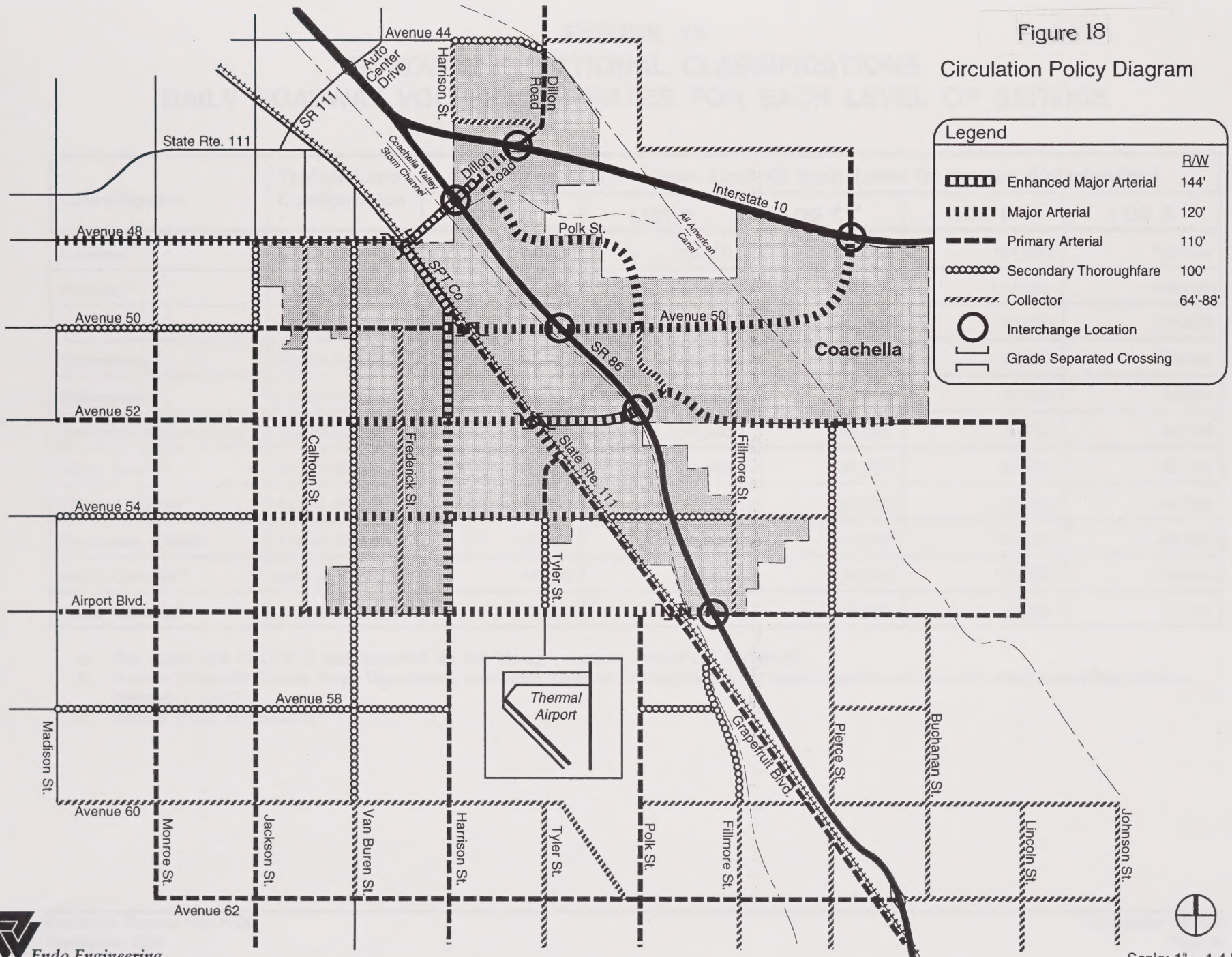






Figure 18  
Circulation Policy Diagram







**FIGURE 19**  
**ROADWAY FUNCTIONAL CLASSIFICATIONS**  
**DAILY ROADWAY VOLUME ESTIMATES FOR EACH LEVEL OF SERVICE**

| Classification                       | Typical Lane Configuration | Volume At The Upper Limit Of Each Level Of Service (Vehicles/Day) |         |                    |         |         |
|--------------------------------------|----------------------------|-------------------------------------------------------------------|---------|--------------------|---------|---------|
|                                      |                            | LOS A                                                             | LOS B   | LOS C <sup>a</sup> | LOS D   | LOS E   |
| Freeway <sup>b</sup>                 | 8-lane divided             | 74,000                                                            | 103,000 | 132,000            | 161,000 | 190,000 |
| Freeway <sup>b</sup>                 | 6-lane divided             | 54,000                                                            | 75,000  | 96,000             | 117,000 | 138,000 |
| Freeway <sup>b</sup>                 | 4-lane divided             | 34,000                                                            | 47,000  | 60,000             | 73,000  | 86,000  |
| Expressway <sup>b</sup>              | 4-lane divided             | 20,000                                                            | 35,000  | 50,000             | 65,000  | 80,000  |
| Expressway <sup>c</sup>              | 2-lane divided             | 10,000                                                            | 17,500  | 25,000             | 32,500  | 40,000  |
| Enhanced Major Arterial <sup>c</sup> | 8-lane divided             | 26,000                                                            | 39,500  | 53,000             | 66,500  | 80,000  |
| Major Arterial <sup>c</sup>          | 6-lane divided             | 20,000                                                            | 30,000  | 40,000             | 50,000  | 80,000  |
| Primary Arterial <sup>c</sup>        | 4-lane divided             | 14,000                                                            | 20,500  | 27,000             | 33,500  | 40,000  |
| Secondary Arterial <sup>c</sup>      | 4-lane divided             | 12,000                                                            | 18,000  | 24,000             | 30,000  | 36,000  |
| Major Collector <sup>b</sup>         | 4-lane undivided           | 10,000                                                            | 15,000  | 20,000             | 25,000  | 30,000  |
| Minor Collector <sup>b</sup>         | 2-lane undivided           | 6,000                                                             | 9,000   | 12,000             | 15,000  | 18,000  |

a. The upper limit of LOS C was assumed as the "design" capacity throughout this study.

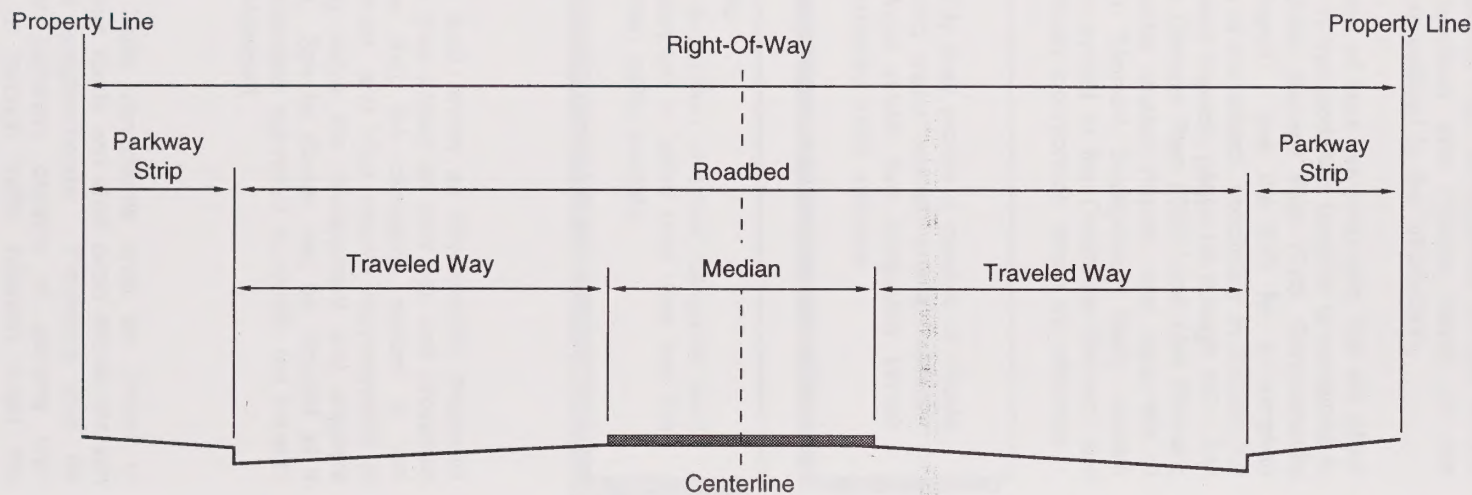
b. Source: Riverside County Road Department, *Information Pamphlet for Riverside County Traffic Circulation and Roadway Improvement Requirements*, Revised 11/24/87.

c. Source: Endo Engineering





Figure 20  
City of Coachella  
Typical Street Sections



| Corridor Classification | Median | Traveled Way | Travel Lanes | Parkway Strip | Roadbed | Right-Of-Way |
|-------------------------|--------|--------------|--------------|---------------|---------|--------------|
| Enhanced Major Arterial | 22'    | 51'          | 8            | 10'           | 124'    | 144'         |
| Major Arterial          | 22'    | 39'          | 6            | 10'           | 100'    | 120'         |
| Primary Arterial        | 22'    | 32'          | 4            | 12'           | 86'     | 110'         |
| Secondary Arterial      | 12'    | 32'          | 4            | 12'           | 76'     | 100'         |
| Major Collector         | NA     | 32'          | 4            | 12'           | 64'     | 88'          |
| Minor Collector         | NA     | 24'          | 2            | 12'           | 48'     | 72'          |
| Minor Collector         | NA     | 20'          | 2            | 12'           | 40'     | 64'          |

Notes: All arterial and major collector sections include a six-foot sidewalk in each parkway strip.  
Minor collectors include a five-foot sidewalk in each parkway strip.





## **CIRCULATION      ELEMENT      GOALS, OBJECTIVES AND POLICIES**

The City of Coachella's official development policies related to the circulation system are presented below. In a manner similar to the other elements of this General Plan, development policies include Goals, Objectives and Policies based on the definition as outlined in the Introduction.

A discussion of land use proposals that will affect demands in transportation facilities is contained in the Coachella General Plan 2020, Environmental Impact Report. See the EIR for a complete discussion of the subject, specifically in Section 3.0 Environmental Impacts, pages 65 through 107. The Coachella General Plan 2020 Land Use Element, Environmental Impact Report, and Appendix D Circulation Element Background Study contain information critical to the Circulation Element and are specifically incorporated herein by reference.

### **Goal**

The City shall provide a network of streets including major arterial, arterial, collector and local streets that adequately serves the projected traffic volumes.

### **Objective**

The designation of street categories shall be adequate to serve land uses and the projected traffic volumes.

### **Policy**

The City shall review all development proposals related to their impact on land use and circulation to ensure that the circulation system is not overburdened, and shall require improvements to adequately serve the development and adjacent properties. Special studies may be required as a part of application submittals to identify the impacts of a development.

### **Policy**

Through traffic movements shall be limited to general plan roads and shall avoid streets through residential neighborhoods. Provisions shall be made for highways capable of carrying high volumes of through traffic between major trip generators.

### **Policy**

Commercial and employment centers will be linked by a street system designed to provide the level of service required.

### **Objective**

The City shall reserve public right-of-way and require improvements in appropriate locations to adequately serve the proposed land use pattern.

### **Policy**

Standards defining the necessary right-of-way and improvements to accommodate future traffic demands will be developed.

### **Policy**

New developments will be required to dedicate the land and make the improvements to provide for the construction of the ultimate roadway system.

### **Objective**

The General Plan shall establish a system of street classifications and set standards for each.

### **Policy**

The functional classifications for the streets in the City of Coachella shall be enhanced major arterial, major arterial, primary arterial, secondary arterial, collector streets and local streets. The classification of the streets in the City of Coachella are shown on Figure 18. Figure 19 provides typical lane configurations for each of the classifications and provides the volume at the upper limit of each Level of Service, stated in vehicles per day, for each street classification. The Circulation System Policy Diagram is based on Level of Service C for the majority of streets, and in two instances is based on Level of Service D.

- Enhanced Major Arterial - the typical lane configuration for an Enhanced Major Arterial is eight lane divided. Typical street section requires 144 feet of right-of-way.





- Major Arterial - the typical lane configuration for a Major Arterial is six lane divided. Typical street section requires 120 feet right-of-way with a 22 foot median island. The volume at the upper limit of Level of Service C is 40,000 vehicles per day.
- Primary Arterial - the typical lane configuration for a Primary Arterial is four lane divided. Typical street section requires 110 feet right-of-way with a 22 foot median island. The volume at the upper limit of Level of Service C is 27,000 vehicles per day.
- Secondary Arterial - the typical lane configuration for a Secondary Arterial is four lane divided. Typical street section requires 100 feet right-of-way with a 12 foot median island. The volume at the upper limit of Level of Service C is 24,000 vehicles per day.
- Collector Streets - there are two types of Collector Streets, Major and Minor. The typical lane configuration for a Major Collector is four lane undivided. Typical street section requires 88 feet right-of-way with no median island. The volume at the upper limit of Level of Service C is 20,000 vehicles per day. The typical lane configuration for a Minor Collector is two lane undivided. Typical street section requires 64 feet to 72 feet right-of-way with no median island. The volume at the upper limit of Level of Service C is 12,000 vehicles per day.
- Local Streets - All remaining streets which do not fit within the arterial or collector classifications are local streets. The local street system is designed primarily to provide access to abutting properties with the movement of traffic given secondary importance.

## Policy

The City will utilize Level of Service (LOS) as a measure of acceptable traffic flow and operational conditions at intersections. Level of Service is a qualitative measure of traffic flow and driver satisfaction with values ranging from A (free flow) to F (over saturation). The traffic flow characteristics corresponding to these values are described as follows:

| Level of Service | Traffic Flow Characteristics                                                                                                 |
|------------------|------------------------------------------------------------------------------------------------------------------------------|
| A                | Extremely favorable progression with very little delay. Most vehicles do not stop at all.                                    |
| B                | Good progression and stable flow with an occasional approach phase fully utilized.                                           |
| C                | Satisfactory operation with fair progression and longer cycle lengths. Individual cycle failures may begin to appear.        |
| D                | Tolerable delay where congestion becomes noticeable and many vehicles stop.                                                  |
| E                | Unstable flow with poor progression and frequent cycle failures. This is considered the limit of acceptable delay.           |
| F                | Over saturation with arrival flow rates exceeding the capacity of the intersection. Considered unacceptable to most drivers. |

Source: Highway Capacity Manual, Special Report 209, 1985.

## Policy

The City shall establish intersection Level of Service "D" as the minimum acceptable Level of Service. No development project shall be approved which will increase the traffic on City intersections to a level worse than a Level of Service "D" during the A.M. or P.M. peak hour without adequate mitigation. The City may approve alternatives to this policy based upon detailed review and consideration of other factors. The methodology used to determine the traffic impacts of new development shall be generally consistent with those described in the Model Traffic Impact Analysis Guidelines of the Riverside County Congestion Management Plan (CMP).



| Project Title | Year |
|---------------|------|
| Project Title | Year |
| Project Title | Year |
| Project Title | Year |
| Project Title | Year |
| Project Title | Year |
| Project Title | Year |

Project Title

Project Title

Project Title

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Project Title

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Project Title

## **Policy**

The City shall establish street Level of Service "D" as the minimum acceptable Level of Service. No development project shall be approved which will increase the traffic on City streets to a level worse than a Level of Service "D" during the A.M. or P.M. peak hour without adequate mitigation. The City may approve alternatives to this policy based upon detailed review and consideration of other factors. The methodology used to determine the traffic impacts of new development shall be generally consistent with those described in the Model Traffic Impact Analysis Guidelines of the Riverside County Congestion Management Plan (CMP).

## **Policy**

Intersection capacity and Level of Service shall be determined using techniques prescribed in the 1985 Highway Capacity Manual (Transportation Research Board). The City Engineer shall have the final determination regarding appropriate utilization of the techniques included within the Highway Capacity Manual.

## **Policy**

The City shall adopt design standards for all streets in accordance with their functional classification and recognized design guidelines. All streets within the City of Coachella shall be designed in accordance with the standards presented in Figure 20.

## **Policy**

The City shall monitor and identify traffic conditions and implement Transportation System Management (TSM) strategies as warranted along roadway segments that approach design capacity with LOS of E or F. TSM strategies to be considered shall include:

- Intersection geometric and signalization improvements
- Spot roadway widenings
- Directional control
- Access control
- Grade separations
- Land use controls and Transportation Demand Management (TDM).

Transportation Demand Management refers to programs and facilities that are intended to change demand on the circulation system and to change user behavior in order to reduce traffic congestion. Examples of TDM measures are flexible work hours and switching from single occupancy of an automobile to transit or ridesharing.

## **Policy**

The City shall develop a Transportation Demand Management Ordinance and it shall be utilized as a TSM measure to improve traffic flow on congested roadway segments.

## **Policy**

When necessary, the City shall review traffic impacts to roadway segments associated with new developments utilizing methodologies consistent with those of the Model Traffic Impact Analysis Guidelines of the Riverside County Congestion Management Plan to ensure proper mitigation.

## **Policy**

Installation of all new traffic control devices shall be based upon established warrants and professional analysis in order to assure traffic safety and reduce potential public liability. A development fee may be imposed on new developments for the provision of traffic control devices.

## **Policy**

The construction and improvement of bridges or at grade crossings of the Whitewater River Channel shall be designed in a safe and appropriate manner. A development fee may be imposed on new developments for the construction and improvement of bridges.

## **Policy**

Through traffic movements shall be limited to streets that are designated on the Circulation Policy Diagram as collectors or arterials and shall avoid traversing residential neighborhoods. Provisions shall be made for highways capable of carrying high volumes of through traffic between major trip generators.





# FIGURE 21

## COACHELLA GENERAL PLAN BUILDOUT

### VOLUME-TO-CAPACITY RATIOS AND LEVEL OF SERVICE

|                                                      | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|------------------------------------------------------|--------------------------|----------------|-----------|-----|
| <b><i>Avenue 44</i></b>                              |                          |                |           |     |
| W/O Harrison Street                                  | 12,000                   | 30,000         | 0.40      | A   |
| E/O Harrison Street                                  | 4,300                    | 30,000         | 0.14      | A   |
| E/O Dillon Street                                    | 4,500                    | 25,000         | 0.18      | A   |
| <b><i>Vista Del Norte</i></b>                        |                          |                |           |     |
| W/O Dillon Street                                    | 18,800                   | 25,000         | 0.75      | C   |
| <b><i>Grapefruit Boulevard/State Highway 111</i></b> |                          |                |           |     |
| S/O Dillon Street                                    | 60,600                   | 66,500         | 0.91      | D   |
| S/O Harrison Street                                  | 21,300                   | 33,500         | 0.64      | C   |
| S/O Avenue 50                                        | 22,300                   | 50,000         | 0.45      | B   |
| S/O Avenue 52                                        | 46,600                   | 50,000         | 0.93      | D   |
| S/O Tyler Street                                     | 18,200                   | 33,500         | 0.54      | B   |
| S/O Avenue 54                                        | 12,200                   | 33,500         | 0.36      | A   |
| S/O Airport Boulevard                                | 11,900                   | 33,500         | 0.36      | A   |
| N/O Avenue 58                                        | 10,800                   | 33,500         | 0.32      | A   |
| N/O Avenue 62                                        | 7,400                    | 33,500         | 0.22      | A   |
| <b><i>Harrison Street</i></b>                        |                          |                |           |     |
| S/O Avenue 44                                        | 7,600                    | 25,000         | 0.30      | A   |
| N/O Avenue 50                                        | 42,900                   | 66,500         | 0.65      | C   |
| S/O Avenue 50                                        | 52,600                   | 66,500         | 0.79      | C   |
| S/O Avenue 52                                        | 46,000                   | 50,000         | 0.92      | D   |
| S/O Avenue 54                                        | 42,500                   | 50,000         | 0.85      | D   |
| S/O Airport Boulevard                                | 30,100                   | 33,500         | 0.90      | D   |
| S/O Avenue 58                                        | 31,000                   | 33,500         | 0.93      | D   |
| S/O Avenue 60                                        | 30,900                   | 33,500         | 0.92      | D   |



FIGURE 21  
 TYPICAL GENERAL PLAN SHEET  
 VOLUME 20 OF 20

| NO. | SECTION     | DATE    | BY  | REVISION |
|-----|-------------|---------|-----|----------|
| 1   | SECTION 1   | 10/1/00 | ABC | 1.00     |
| 2   | SECTION 2   | 10/1/00 | ABC | 1.00     |
| 3   | SECTION 3   | 10/1/00 | ABC | 1.00     |
| 4   | SECTION 4   | 10/1/00 | ABC | 1.00     |
| 5   | SECTION 5   | 10/1/00 | ABC | 1.00     |
| 6   | SECTION 6   | 10/1/00 | ABC | 1.00     |
| 7   | SECTION 7   | 10/1/00 | ABC | 1.00     |
| 8   | SECTION 8   | 10/1/00 | ABC | 1.00     |
| 9   | SECTION 9   | 10/1/00 | ABC | 1.00     |
| 10  | SECTION 10  | 10/1/00 | ABC | 1.00     |
| 11  | SECTION 11  | 10/1/00 | ABC | 1.00     |
| 12  | SECTION 12  | 10/1/00 | ABC | 1.00     |
| 13  | SECTION 13  | 10/1/00 | ABC | 1.00     |
| 14  | SECTION 14  | 10/1/00 | ABC | 1.00     |
| 15  | SECTION 15  | 10/1/00 | ABC | 1.00     |
| 16  | SECTION 16  | 10/1/00 | ABC | 1.00     |
| 17  | SECTION 17  | 10/1/00 | ABC | 1.00     |
| 18  | SECTION 18  | 10/1/00 | ABC | 1.00     |
| 19  | SECTION 19  | 10/1/00 | ABC | 1.00     |
| 20  | SECTION 20  | 10/1/00 | ABC | 1.00     |
| 21  | SECTION 21  | 10/1/00 | ABC | 1.00     |
| 22  | SECTION 22  | 10/1/00 | ABC | 1.00     |
| 23  | SECTION 23  | 10/1/00 | ABC | 1.00     |
| 24  | SECTION 24  | 10/1/00 | ABC | 1.00     |
| 25  | SECTION 25  | 10/1/00 | ABC | 1.00     |
| 26  | SECTION 26  | 10/1/00 | ABC | 1.00     |
| 27  | SECTION 27  | 10/1/00 | ABC | 1.00     |
| 28  | SECTION 28  | 10/1/00 | ABC | 1.00     |
| 29  | SECTION 29  | 10/1/00 | ABC | 1.00     |
| 30  | SECTION 30  | 10/1/00 | ABC | 1.00     |
| 31  | SECTION 31  | 10/1/00 | ABC | 1.00     |
| 32  | SECTION 32  | 10/1/00 | ABC | 1.00     |
| 33  | SECTION 33  | 10/1/00 | ABC | 1.00     |
| 34  | SECTION 34  | 10/1/00 | ABC | 1.00     |
| 35  | SECTION 35  | 10/1/00 | ABC | 1.00     |
| 36  | SECTION 36  | 10/1/00 | ABC | 1.00     |
| 37  | SECTION 37  | 10/1/00 | ABC | 1.00     |
| 38  | SECTION 38  | 10/1/00 | ABC | 1.00     |
| 39  | SECTION 39  | 10/1/00 | ABC | 1.00     |
| 40  | SECTION 40  | 10/1/00 | ABC | 1.00     |
| 41  | SECTION 41  | 10/1/00 | ABC | 1.00     |
| 42  | SECTION 42  | 10/1/00 | ABC | 1.00     |
| 43  | SECTION 43  | 10/1/00 | ABC | 1.00     |
| 44  | SECTION 44  | 10/1/00 | ABC | 1.00     |
| 45  | SECTION 45  | 10/1/00 | ABC | 1.00     |
| 46  | SECTION 46  | 10/1/00 | ABC | 1.00     |
| 47  | SECTION 47  | 10/1/00 | ABC | 1.00     |
| 48  | SECTION 48  | 10/1/00 | ABC | 1.00     |
| 49  | SECTION 49  | 10/1/00 | ABC | 1.00     |
| 50  | SECTION 50  | 10/1/00 | ABC | 1.00     |
| 51  | SECTION 51  | 10/1/00 | ABC | 1.00     |
| 52  | SECTION 52  | 10/1/00 | ABC | 1.00     |
| 53  | SECTION 53  | 10/1/00 | ABC | 1.00     |
| 54  | SECTION 54  | 10/1/00 | ABC | 1.00     |
| 55  | SECTION 55  | 10/1/00 | ABC | 1.00     |
| 56  | SECTION 56  | 10/1/00 | ABC | 1.00     |
| 57  | SECTION 57  | 10/1/00 | ABC | 1.00     |
| 58  | SECTION 58  | 10/1/00 | ABC | 1.00     |
| 59  | SECTION 59  | 10/1/00 | ABC | 1.00     |
| 60  | SECTION 60  | 10/1/00 | ABC | 1.00     |
| 61  | SECTION 61  | 10/1/00 | ABC | 1.00     |
| 62  | SECTION 62  | 10/1/00 | ABC | 1.00     |
| 63  | SECTION 63  | 10/1/00 | ABC | 1.00     |
| 64  | SECTION 64  | 10/1/00 | ABC | 1.00     |
| 65  | SECTION 65  | 10/1/00 | ABC | 1.00     |
| 66  | SECTION 66  | 10/1/00 | ABC | 1.00     |
| 67  | SECTION 67  | 10/1/00 | ABC | 1.00     |
| 68  | SECTION 68  | 10/1/00 | ABC | 1.00     |
| 69  | SECTION 69  | 10/1/00 | ABC | 1.00     |
| 70  | SECTION 70  | 10/1/00 | ABC | 1.00     |
| 71  | SECTION 71  | 10/1/00 | ABC | 1.00     |
| 72  | SECTION 72  | 10/1/00 | ABC | 1.00     |
| 73  | SECTION 73  | 10/1/00 | ABC | 1.00     |
| 74  | SECTION 74  | 10/1/00 | ABC | 1.00     |
| 75  | SECTION 75  | 10/1/00 | ABC | 1.00     |
| 76  | SECTION 76  | 10/1/00 | ABC | 1.00     |
| 77  | SECTION 77  | 10/1/00 | ABC | 1.00     |
| 78  | SECTION 78  | 10/1/00 | ABC | 1.00     |
| 79  | SECTION 79  | 10/1/00 | ABC | 1.00     |
| 80  | SECTION 80  | 10/1/00 | ABC | 1.00     |
| 81  | SECTION 81  | 10/1/00 | ABC | 1.00     |
| 82  | SECTION 82  | 10/1/00 | ABC | 1.00     |
| 83  | SECTION 83  | 10/1/00 | ABC | 1.00     |
| 84  | SECTION 84  | 10/1/00 | ABC | 1.00     |
| 85  | SECTION 85  | 10/1/00 | ABC | 1.00     |
| 86  | SECTION 86  | 10/1/00 | ABC | 1.00     |
| 87  | SECTION 87  | 10/1/00 | ABC | 1.00     |
| 88  | SECTION 88  | 10/1/00 | ABC | 1.00     |
| 89  | SECTION 89  | 10/1/00 | ABC | 1.00     |
| 90  | SECTION 90  | 10/1/00 | ABC | 1.00     |
| 91  | SECTION 91  | 10/1/00 | ABC | 1.00     |
| 92  | SECTION 92  | 10/1/00 | ABC | 1.00     |
| 93  | SECTION 93  | 10/1/00 | ABC | 1.00     |
| 94  | SECTION 94  | 10/1/00 | ABC | 1.00     |
| 95  | SECTION 95  | 10/1/00 | ABC | 1.00     |
| 96  | SECTION 96  | 10/1/00 | ABC | 1.00     |
| 97  | SECTION 97  | 10/1/00 | ABC | 1.00     |
| 98  | SECTION 98  | 10/1/00 | ABC | 1.00     |
| 99  | SECTION 99  | 10/1/00 | ABC | 1.00     |
| 100 | SECTION 100 | 10/1/00 | ABC | 1.00     |

|                                       | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|---------------------------------------|--------------------------|----------------|-----------|-----|
| <b><i>Avenue 48/Dillon Street</i></b> |                          |                |           |     |
| W/O Monroe Street                     | 28,900                   | 50,000         | 0.58      | B   |
| W/O Jackson Street                    | 29,800                   | 50,000         | 0.62      | B   |
| E/O Jackson Street                    | 41,000                   | 50,000         | 0.82      | D   |
| W/O Van Buren Street                  | 39,400                   | 50,000         | 0.79      | C   |
| E/O Van Buren Street                  | 33,300                   | 50,000         | 0.67      | C   |
| E/O Grapefruit Boulevard              | 51,800                   | 66,500         | 0.78      | C   |
| E/O State Highway 86S                 | 51,200                   | 66,500         | 0.77      | C   |
| W/O Interstate 10                     | 33,800                   | 50,000         | 0.68      | C   |
| E/O Interstate 10                     | 27,800                   | 33,500         | 0.83      | D   |
| S/O Avenue 44                         | 9,600                    | 33,500         | 0.29      | A   |
| <b><i>Avenue 50</i></b>               |                          |                |           |     |
| W/O Monroe Street                     | 13,900                   | 30,000         | 0.46      | B   |
| W/O Jackson Street                    | 13,500                   | 30,000         | 0.45      | B   |
| E/O Jackson Street                    | 16,700                   | 33,500         | 0.50      | B   |
| W/O Van Buren Street                  | 13,500                   | 33,500         | 0.40      | A   |
| E/O Van Buren Street                  | 17,000                   | 33,500         | 0.51      | B   |
| E/O Grapefruit Boulevard              | 29,600                   | 50,000         | 0.59      | B   |
| E/O State Highway 86                  | 34,900                   | 50,000         | 0.70      | C   |
| E/O Polk Street                       | 24,400                   | 50,000         | 0.49      | B   |
| E/O Fillmore Street                   | 27,200                   | 50,000         | 0.54      | B   |
| S/O Interstate 10                     | 43,600                   | 50,000         | 0.87      | D   |
| N/O Interstate 10                     | 33,200                   | 33,500         | 0.99      | D   |
| <b><i>Avenue 52</i></b>               |                          |                |           |     |
| E/O Monroe Street                     | 14,500                   | 33,500         | 0.43      | B   |
| W/O Jackson Street                    | 18,000                   | 33,500         | 0.54      | B   |
| E/O Jackson Street                    | 16,200                   | 50,000         | 0.32      | A   |
| W/O Van Buren Street                  | 18,400                   | 50,000         | 0.37      | A   |
| W/O Harrison Street                   | 27,700                   | 50,000         | 0.55      | B   |
| E/O Harrison Street                   | 26,500                   | 50,000         | 0.53      | B   |
| E/O Grapefruit Boulevard              | 55,000                   | 66,500         | 0.83      | D   |
| E/O State Highway 86                  | 44,200                   | 50,000         | 0.88      | D   |





|                                 | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|---------------------------------|--------------------------|----------------|-----------|-----|
| E/O Polk Street                 | 41,500                   | 50,000         | 0.83      | D   |
| E/O Fillmore Street             | 44,500                   | 50,000         | 0.89      | D   |
| E/O Pierce Street               | 39,800                   | 50,000         | 0.80      | C   |
| E/O Buchanan Street             | 19,800                   | 33,500         | 0.59      | B   |
| <b><i>Avenue 54</i></b>         |                          |                |           |     |
| W/O Monroe Street               | 15,600                   | 30,000         | 0.52      | B   |
| W/O Jackson Street              | 17,300                   | 30,000         | 0.58      | B   |
| E/O Jackson Street              | 9,400                    | 50,000         | 0.19      | A   |
| W/O Van Buren Street            | 16,700                   | 50,000         | 0.33      | A   |
| W/O Harrison Street             | 17,800                   | 50,000         | 0.36      | A   |
| E/O Harrison Street             | 22,900                   | 50,000         | 0.46      | B   |
| W/O Grapefruit Boulevard        | 13,000                   | 50,000         | 0.26      | A   |
| E/O Grapefruit Boulevard        | 20,200                   | 30,000         | 0.67      | C   |
| E/O State Highway 86            | 16,800                   | 30,000         | 0.56      | B   |
| E/O Fillmore Street             | 10,100                   | 25,000         | 0.40      | B   |
| <b><i>Airport Boulevard</i></b> |                          |                |           |     |
| W/O Monroe Street               | 11,600                   | 33,500         | 0.35      | A   |
| W/O Jackson Street              | 10,700                   | 33,500         | 0.32      | A   |
| E/O Jackson Street              | 13,500                   | 50,000         | 0.27      | A   |
| W/O Van Buren Street            | 16,500                   | 50,000         | 0.33      | A   |
| W/O Harrison Street             | 20,100                   | 50,000         | 0.40      | B   |
| E/O Harrison Street             | 20,100                   | 50,000         | 0.40      | B   |
| W/O Polk Street                 | 17,300                   | 50,000         | 0.35      | A   |
| W/O Grapefruit Boulevard        | 27,000                   | 50,000         | 0.54      | B   |
| E/O Grapefruit Boulevard        | 20,600                   | 50,000         | 0.41      | B   |
| E/O State Highway 86            | 24,700                   | 33,500         | 0.74      | C   |
| E/O Fillmore Street             | 18,400                   | 33,500         | 0.55      | B   |
| E/O Pierce Street               | 14,500                   | 33,500         | 0.43      | B   |
| E/O Buchanan Street             | 15,200                   | 33,500         | 0.45      | B   |





|                          | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|--------------------------|--------------------------|----------------|-----------|-----|
| <b>Avenue 58</b>         |                          |                |           |     |
| W/O Monroe Street        | 1,600                    | 30,000         | 0.05      | A   |
| W/O Jackson Street       | 800                      | 30,000         | 0.03      | A   |
| E/O Jackson Street       | 900                      | 30,000         | 0.03      | A   |
| W/O Harrison Street      | 900                      | 30,000         | 0.03      | A   |
| E/O Pierce Street        | 100                      | 25,000         | 0.01      | A   |
| <b>Avenue 60</b>         |                          |                |           |     |
| W/O Monroe Street        | 4,600                    | 25,000         | 0.18      | A   |
| W/O Jackson Street       | 100                      | 25,000         | 0.01      | A   |
| E/O Harrison Street      | 100                      | 25,000         | 0.01      | A   |
| E/O Tyler Street         | 100                      | 25,000         | 0.01      | A   |
| <b>Avenue 62</b>         |                          |                |           |     |
| W/O Jackson Street       | 1,200                    | 33,500         | 0.04      | A   |
| E/O Jackson Street       | 6,900                    | 33,500         | 0.21      | A   |
| W/O Harrison Street      | 6,100                    | 33,500         | 0.18      | A   |
| E/O Harrison Street      | 200                      | 33,500         | 0.01      | A   |
| E/O Tyler Street         | 200                      | 33,500         | 0.01      | A   |
| E/O Polk Street          | 300                      | 33,500         | 0.01      | A   |
| W/O Pierce Street        | 400                      | 33,500         | 0.01      | A   |
| W/O Grapefruit Boulevard | 500                      | 33,500         | 0.01      | A   |
| E/O Grapefruit Boulevard | 22,200                   | 33,500         | 0.66      | C   |
| W/O Buchanan Street      | 2,700                    | 25,000         | 0.11      | A   |
| <b>Monroe Street</b>     |                          |                |           |     |
| N/O Avenue 50            | 9,600                    | 25,000         | 0.38      | A   |
| N/O Avenue 52            | 9,800                    | 33,500         | 0.29      | A   |
| N/O Avenue 54            | 8,000                    | 33,500         | 0.24      | A   |
| N/O Airport Boulevard    | 5,500                    | 33,500         | 0.16      | A   |
| S/O Airport Boulevard    | 4,600                    | 33,500         | 0.14      | A   |
| N/O Avenue 60            | 3,800                    | 33,500         | 0.11      | A   |
| N/O Avenue 62            | 4,200                    | 33,500         | 0.13      | A   |





|                                | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|--------------------------------|--------------------------|----------------|-----------|-----|
| <b><i>Jackson Street</i></b>   |                          |                |           |     |
| N/O Avenue 50                  | 13,700                   | 30,000         | 0.46      | B   |
| N/O Avenue 52                  | 15,500                   | 33,500         | 0.46      | B   |
| N/O Avenue 54                  | 11,100                   | 33,500         | 0.33      | A   |
| N/O Airport Boulevard          | 14,700                   | 33,500         | 0.44      | B   |
| N/O Avenue 58                  | 7,200                    | 33,500         | 0.21      | A   |
| N/O Avenue 60                  | 7,600                    | 33,500         | 0.23      | A   |
| N/O Avenue 62                  | 4,200                    | 33,500         | 0.13      | A   |
| <b><i>Calhoun Street</i></b>   |                          |                |           |     |
| N/O Avenue 50                  | 7,700                    | 25,000         | 0.31      | A   |
| N/O Avenue 52                  | 3,500                    | 25,000         | 0.14      | A   |
| N/O Avenue 54                  | 3,300                    | 25,000         | 0.13      | A   |
| N/O Airport Boulevard          | 3,900                    | 25,000         | 0.16      | A   |
| <b><i>Van Buren Street</i></b> |                          |                |           |     |
| N/O Avenue 50                  | 25,600                   | 30,000         | 0.85      | D   |
| N/O Avenue 52                  | 21,200                   | 30,000         | 0.71      | C   |
| N/O Avenue 54                  | 13,300                   | 30,000         | 0.44      | B   |
| N/O Airport Boulevard          | 5,200                    | 30,000         | 0.17      | A   |
| N/O Avenue 58                  | 800                      | 30,000         | 0.03      | A   |
| N/O Avenue 60                  | 800                      | 30,000         | 0.03      | A   |
| N/O Avenue 62                  | 800                      | 25,000         | 0.03      | A   |
| <b><i>Polk Street</i></b>      |                          |                |           |     |
| S/O Dillon Street              | 48,700                   | 50,000         | 0.97      | D   |
| N/O Avenue 50                  | 38,800                   | 50,000         | 0.78      | C   |
| N/O Avenue 52                  | 5,400                    | 25,000         | 0.22      | A   |
| <b><i>Tyler Street</i></b>     |                          |                |           |     |
| N/O Avenue 54                  | 31,700                   | 33,500         | 0.95      | D   |
| N/O Airport Boulevard          | 19,500                   | 30,000         | 0.65      | C   |
| N/O Avenue 62                  | 100                      | 25,000         | 0.01      | A   |
| <b><i>Fillmore Street</i></b>  |                          |                |           |     |
| N/O Avenue 52                  | 7,800                    | 25,000         | 0.31      | A   |
| N/O Avenue 54                  | 7,300                    | 25,000         | 0.29      | A   |





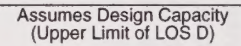
|                               | Future 24-hour<br>Volume | Daily Capacity | V/C Ratio | LOS |
|-------------------------------|--------------------------|----------------|-----------|-----|
| N/O Airport Boulevard         | 7,900                    | 25,000         | 0.32      | A   |
| N/O Avenue 60                 | 1,700                    | 30,000         | 0.06      | A   |
| N/O Avenue 62                 | 1,700                    | 25,000         | 0.07      | A   |
| <b><i>Pierce Street</i></b>   |                          |                |           |     |
| N/O Avenue 54                 | 10,100                   | 30,000         | 0.34      | A   |
| N/O Airport Boulevard         | 8,200                    | 30,000         | 0.27      | A   |
| N/O Avenue 62                 | 3,400                    | 25,000         | 0.14      | A   |
| <b><i>Buchanan Street</i></b> |                          |                |           |     |
| N/O Avenue 58                 | 900                      | 25,000         | 0.04      | A   |
| N/O Avenue 60                 | 900                      | 25,000         | 0.04      | A   |
| N/O Avenue 62                 | 2,700                    | 25,000         | 0.11      | A   |

Data compiled by Endo Engineering





### Future Daily V/C Ratio and LOS







## Policy

Whenever access must be taken directly off of a general planned highway for abutting parcels, common access shall be provided at the property line. Parcels on opposite sides of a highway shall have access points located directly opposite each other, whenever possible, to allow for future street intersections and increased safety.

## Policy

The City shall ensure through the design review process that sight distances shall be adequate to provide for safe vehicular movement at a street's design speed.

## Policy

The City shall ensure through the design review process that setbacks allowing for clear, unobstructed sight distance shall be provided at all intersections.

## Policy

The City shall ensure through the design review process that roadways shall be located outside identified floodplains whenever possible.

## Policy

The City shall ensure through the design review process that any streets or highways located within identified blowsand areas shall be protected from blowsand hazards.

## Policy

The City shall ensure through the design review process that developments which are identified as major trip attractors incorporate design features that increase the potential for public transit service.

## Goal

The City shall limit access to Highways, Major Arterial and Arterial streets to enhance capacity of these street classifications.

## Objective

The General Plan shall specify appropriate guidelines for access control to maintain capacity, efficiency and the safety of traffic on the City's streets.

## Policy

The following guidelines shall be used to determine and regulate appropriate access:

- The City may restrict individual driveway access to Highways, Major Arterial and Arterial streets.
- Access to Highways, Major Arterial and Arterial streets shall be limited through the use of medians, traffic devices and access controls to maintain street capacity.
- When possible, access along Highways, Major Arterial and Arterial streets shall be located a minimum of 250 feet between driveways and from intersections.
- Common access may be required to be provided at the property lines.
- Parcels on opposites sides of Highways, Major Arterial and Arterial streets shall have access points located directly opposite each other, whenever possible, to allow for future street intersections and increased safety.

## Policy

The City shall investigate potential solutions to monitor and reduce future traffic congestion along the Harrison Street/Grapefruit Boulevard/Dillon Road corridor and the Tyler Street/Grapefruit Boulevard/Avenue 52 corridor.



The first part of the paper discusses the importance of the research and the objectives of the study. It also provides a brief overview of the methodology used in the study.

## 2. Literature Review

The second part of the paper reviews the existing literature on the topic. It discusses the findings of previous studies and identifies the gaps in the current knowledge.

## 3. Methodology

The third part of the paper describes the methodology used in the study. It details the research design, the data collection methods, and the statistical analysis techniques.

## 4. Results

The fourth part of the paper presents the results of the study. It discusses the findings of the statistical analysis and compares them with the results of previous studies.

## 5. Discussion

The fifth part of the paper discusses the implications of the findings and provides suggestions for future research. It also discusses the limitations of the study.

## 6. Conclusion

The sixth part of the paper provides a summary of the main findings and conclusions of the study. It also discusses the overall contribution of the research to the field.

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## Appendix

The appendix contains the raw data collected for the study, as well as the results of the statistical analysis. It is provided for the reader's reference and to support the findings of the study.

### **Goal**

The City shall provide for the safe design of streets that are in the process of being developed and are not yet fully developed.

### **Objective**

The General Plan shall specify development standards for streets that are being developed but are not yet fully developed.

### **Policy**

The City shall require new development to improve all affected Highways, Major Arterials, Arterials and Collector streets to provide safe two way access directly adjacent to, and leading to and from the new development. The following guidelines shall be used to define appropriate access:

- The City shall require improvements adjacent to the development to include improvements to the centerline plus a complete travel lane on the opposite side of the centerline and shoulder improvements as needed for traffic safety and/or parking. Full improvements are required for the full length of the development.
- The City shall require transitions to the existing roadway beyond the development which may include acceleration and/or deceleration lanes.
- The City shall require improvements adjacent to and beyond the development to adequately provide for impacts created by the new development including pedestrian, drainage facilities and traffic signals.

### **Goal**

The City shall provide a circulation system which reflects pride in the community and which incorporates the urban design characteristics identified in the Urban Design Element.

### **Objective**

The General Plan shall ensure the creation of an attractive streetscape that will further enhance the identity and character of Coachella.

### **Policy**

Gateways and streetscapes shall contain features of the urban design theme of Coachella to include the following:

- An open, public view of developments within the community by allowing views into a development through the orientation of buildings towards the street or with portions visible from the street.
- A combination of hardscape and landscape as described in the report and as shown in the concepts for the Avenue 50 Grade separation included in the Urban Design Element as Figures 23 through 27.
- Streetscape based on the concepts included in Figures 28 through 33 included in the Urban Design Element of the General Plan including raised medians and landscaping treatments.
- Public art displays may be required to be included within streetscapes as shown in Figures 32 and 33 as Gloriettas or in perimeter areas designed for the public. Additional right-of-way may be required to appropriately display public art for the view and enjoyment of pedestrians and the traveling public.
- Use of elements of the street light design concept as presented in Figure 34 included in the Urban Design Element of the General Plan.
- The use of wrought iron as a fence material including elements of the typical design concept shown in Figure 35, Wrought Iron Fencing Design & Details, included in the Urban Design Element of the General Plan.
- A shady, oasis effect of landscaping including Palm trees and plants evocative of the oasis feeling and water features included in the streetscape.



1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves gathering information and understanding the context of the situation.

2. Once the problem is identified, the next step is to analyze the situation and determine the causes of the problem. This may involve conducting research, consulting with experts, or using analytical tools.

3. After analyzing the situation, the next step is to develop a plan of action. This involves identifying the goals and objectives of the project, determining the resources needed, and establishing a timeline for completion.

4. The next step is to implement the plan. This involves putting the plan into action and monitoring progress. It may involve coordinating with other teams, managing resources, and addressing any challenges that arise.

5. Once the plan has been implemented, the next step is to evaluate the results. This involves comparing the actual outcomes with the expected outcomes and identifying any areas for improvement.

6. The final step in the process is to report the results. This involves communicating the findings of the project to the relevant stakeholders and providing recommendations for future action.

7. The process of problem-solving is an ongoing one, and it may be necessary to revisit previous steps as new information is gathered or as the situation evolves.

8. The process of problem-solving is a collaborative one, and it may be necessary to involve other teams or individuals in the process.

9. The process of problem-solving is a flexible one, and it may be necessary to adapt the plan as the situation changes.

10. The process of problem-solving is a continuous one, and it may be necessary to revisit previous steps as new information is gathered or as the situation evolves.

11. The process of problem-solving is a collaborative one, and it may be necessary to involve other teams or individuals in the process.

12. The process of problem-solving is a flexible one, and it may be necessary to adapt the plan as the situation changes.

13. The process of problem-solving is a continuous one, and it may be necessary to revisit previous steps as new information is gathered or as the situation evolves.

14. The process of problem-solving is a collaborative one, and it may be necessary to involve other teams or individuals in the process.

### Goal

The City shall provide for the safe design of streets that are in the process of being developed and are not yet fully developed.

### Objective

The General Plan shall specify development standards for streets that are being developed but are not yet fully developed.

### Policy

The City shall require new development to improve all affected Highways, Major Arterials, Arterials and Collector streets to provide safe two way access directly adjacent to, and leading to and from the new development. The following guidelines shall be used to define appropriate access:

- The City shall require improvements adjacent to the development to include improvements to the centerline plus a complete travel lane on the opposite side of the centerline and shoulder improvements as needed for traffic safety and/or parking. Full improvements are required for the full length of the development.
- The City shall require transitions to the existing roadway beyond the development which may include acceleration and/or deceleration lanes.
- The City shall require improvements adjacent to and beyond the development to adequately provide for impacts created by the new development including pedestrian, drainage facilities and traffic signals.

### Policy

Reciprocal access and shared driveways may be required in order to provide a consistent and workable ingress and egress plan for a commercial area. Median breaks shall only be provided on a one-quarter mile interval.

### Goal

The City shall provide a circulation system which reflects pride in the community and which incorporates the urban design characteristics identified in the Urban Design Element.

### Objective

The General Plan shall ensure the creation of an attractive streetscape that will further enhance the identity and character of Coachella.

### Policy

Gateways and streetscapes shall contain features of the urban design theme as included in the Urban Design Element and incorporated herein by reference. Gateways and streetscapes shall include the following:

- An open, public view of developments within the community by allowing views into a development through the orientation of buildings towards the street or with portions visible from the street.
- A combination of hardscape and landscape as described in the report and as shown in the concepts for the Avenue 50 Grade separation included in the Urban Design Element as Figures 23 through 27.
- Streetscape based on the concepts included in Figures 28 through 33 included in the Urban Design Element of the General Plan including raised medians and landscaping treatments.
- Public art displays may be required to be included within streetscapes as shown in Figures 32 and 33, included in the Urban Design Element, as Gloriettas or in perimeter areas designed for the public. Additional right-of-way may be required to appropriately display public art for the view and enjoyment of pedestrians and the traveling public.
- Use of elements of the street light design concept as presented in Figure 34 included in the Urban Design Element of the General Plan.
- The use of wrought iron as a fence material including elements of the typical design concept shown in Figure 35, Wrought Iron Fencing Design & Details, included in the Urban Design Element of the General Plan.
- A shady, oasis effect of landscaping including Palm trees and plants evocative of the oasis feeling and water features included in the streetscape.



The first part of the paper is devoted to a general discussion of the problem of the existence of a solution of the system of equations

where  $f_i$  and  $g_i$  are given functions and  $x_i$  and  $y_i$  are unknown functions.

1. Introduction

The first part of the paper is devoted to a general discussion of the problem of the existence of a solution of the system of equations

where  $f_i$  and  $g_i$  are given functions and  $x_i$  and  $y_i$  are unknown functions.

2. Main results

In the first part of the paper, we shall prove the existence of a solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

In the second part of the paper, we shall prove the uniqueness of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

In the third part of the paper, we shall prove the stability of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

In the fourth part of the paper, we shall prove the boundedness of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

3. Conclusion

In this paper, we have proved the existence, uniqueness, stability, and boundedness of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

4. References

1. J. K. Hale, *Functional Differential Equations*, Springer-Verlag, New York, 1977.

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In the fifth part of the paper, we shall prove the periodicity of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

In the sixth part of the paper, we shall prove the asymptotic stability of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

In the seventh part of the paper, we shall prove the global stability of the solution of the system of equations (1) under the assumption that the functions  $f_i$  and  $g_i$  are continuous and satisfy certain conditions.

## Policy

Streets classified as Highways, Major Arterials and Arterials may also be designated as Primary Image Corridors requiring special treatment as urban design features reflecting the City's identity and heritage. Primary Image Corridors shall consist of boulevard streets with raised, landscaped medians and heavily landscaped areas within and contiguous to the street right-of-way.

## Policy

Primary Image Corridors shall include the following streets:

- Grapefruit Boulevard (State Highway 111)
- Harrison Street (State Highway 86)
- Dillon Road
- Avenue 50
- Avenue 52
- Avenue 56 (Airport Boulevard)

## Policy

Streets classified as Arterials or Collectors may also be designated as Secondary Image Corridors requiring special treatment as urban design features reflecting the city's identity and heritage. Secondary Image Corridors would follow the same concepts as Primary Image Corridors, the only difference being the extent of the treatment and size of public areas.

## Policy

Secondary Image Corridors shall include the following streets:

- Monroe Street
- Jackson Street
- Van Buren Street
- Frederick Street
- Tyler Street
- Polk Street
- Fillmore Street
- Pierce Street
- Avenue 48
- Avenue 54
- Avenue 60

## Policy

Agrarian Image Corridors shall be defined as streets which serve as the transition from agricultural areas to urbanizing areas or as streets where it is desirable to use the agricultural theme and shall be used throughout the area designated as "Agriculture to Urban Transition Overlay" on Figure 10 in the Land Use Element.

Agrarian Image Corridors shall incorporate agricultural plants into the landscape treatment and mimic agricultural planting patterns of date and citrus groves or row crops and may include equestrian trails.

## Policy

Agrarian Image Corridors shall include the following roadways:

- Avenue 52 east of Fillmore Street and from Monroe Street to Frederick Street
- Avenue 54 east of Fillmore Street and from Monroe Street to Van Buren Street
- Avenue 56 (Airport Boulevard) east of Fillmore Street and from Monroe Street to Van Buren Street
- Fillmore Street
- Pierce Street
- Avenue 58
- Avenue 60
- Avenue 62
- From Avenue 56 south:  
Jackson Street  
Van Buren Street  
Harrison Street  
Tyler Street  
Polk Street  
Buchanan Street  
Lincoln Street

## Policy

Primary Gateways are defined as areas where pedestrians and the traveling public are entering the City of Coachella from a neighboring jurisdiction and special emphasis within the public areas and streetscapes is desirable.

## Policy

Primary Gateway treatments shall include the design elements as detailed in the Urban Design Element and shall be designed to dramatically represent Coachella's identity and commitment to quality. The use of Gloriettas as shown in the design concepts in Figures 27 and 31, as included in the Urban Design Element, shall be required whenever possible from a traffic standpoint in designated Primary Gateways. Pedestrian areas may also be required to include a Glorietta in designated Primary



The first step in the process of creating a new product is to identify a market need. This is often done through market research, which can be conducted in a number of ways. One common method is to conduct surveys or focus groups with potential customers. Another method is to analyze sales data from existing products to identify gaps in the market. Once a market need has been identified, the next step is to develop a product concept that addresses the need. This concept should be based on a thorough understanding of the target market and the competitive landscape. The concept should also be feasible, meaning that it can be developed and marketed within the available resources and time frame.

## Product Development

Product development is the process of creating a new product or improving an existing one. It involves a series of steps, from identifying a market need to developing a product concept, creating a prototype, and finally, launching the product into the market.

- 1. Identify a market need: This is the first step in the process, and it involves conducting market research to identify a gap in the market or a need for a new product.
- 2. Develop a product concept: Once a market need has been identified, the next step is to develop a product concept that addresses the need. This concept should be based on a thorough understanding of the target market and the competitive landscape.
- 3. Create a prototype: A prototype is a physical model of the product that is used to test the concept and gather feedback from potential customers. It can be created using a variety of materials and methods, depending on the product and the available resources.
- 4. Launch the product: Once the product has been developed and tested, the final step is to launch it into the market. This involves creating a marketing plan and executing it to reach the target audience.

## Marketing

Marketing is the process of promoting and selling a product or service. It involves a variety of activities, including market research, product development, pricing, distribution, and promotion. The goal of marketing is to create a profitable relationship between the company and its customers. This is achieved by understanding the needs and wants of the target market and then developing a marketing mix that meets those needs and wants. The marketing mix consists of four main elements: product, price, place, and promotion. Each element plays a role in the overall marketing strategy, and they all work together to create a cohesive and effective marketing plan.

## Product

A product is a tangible or intangible item that is offered to the market for sale. It can be a physical good, such as a car or a house, or a service, such as a haircut or a meal. The product is the core of the marketing mix, and it is the primary focus of the marketing effort.

- 1. Product: The product is the tangible or intangible item that is offered to the market for sale.
- 2. Price: The price is the amount of money that the customer pays for the product.
- 3. Place: The place is the location where the product is sold.
- 4. Promotion: The promotion is the communication that the company uses to inform the customer about the product.
- 5. People: The people are the individuals who are involved in the marketing process, including the sales staff, the marketing staff, and the customers.
- 6. Process: The process is the sequence of steps that the company follows to create and deliver the product.
- 7. Performance: The performance is the result of the marketing effort, measured in terms of sales, profit, and customer satisfaction.

## Price

Price is the amount of money that a customer pays for a product or service. It is one of the four main elements of the marketing mix, along with product, place, and promotion. The price of a product is determined by a number of factors, including the cost of production, the value of the product, and the competitive landscape. The price should be set at a level that is high enough to cover the costs of production and provide a profit, but low enough to be attractive to the target market. The price should also be consistent with the overall marketing strategy and the brand image of the company.

The price of a product is determined by a number of factors, including the cost of production, the value of the product, and the competitive landscape. The price should be set at a level that is high enough to cover the costs of production and provide a profit, but low enough to be attractive to the target market. The price should also be consistent with the overall marketing strategy and the brand image of the company.

## Place

Place is the location where a product is sold. It is one of the four main elements of the marketing mix, along with product, price, and promotion. The place should be chosen based on the target market and the competitive landscape. The place should be accessible to the target market and should provide a convenient location for the customer to purchase the product.

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## Promotion

Promotion is the communication that a company uses to inform the customer about the product. It is one of the four main elements of the marketing mix, along with product, price, and place. The promotion should be designed to create a positive image of the product and to encourage the customer to purchase the product.

## People

People are the individuals who are involved in the marketing process, including the sales staff, the marketing staff, and the customers. They are the ones who create and deliver the product to the customer.

## Process

The process is the sequence of steps that the company follows to create and deliver the product. It is one of the four main elements of the marketing mix, along with product, price, and place. The process should be designed to be efficient and effective, and it should be consistent with the overall marketing strategy.

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## Performance

Performance is the result of the marketing effort, measured in terms of sales, profit, and customer satisfaction. It is the ultimate goal of the marketing process, and it is the result of the company's efforts to create a profitable relationship with its customers.

## Product

A product is a tangible or intangible item that is offered to the market for sale. It can be a physical good, such as a car or a house, or a service, such as a haircut or a meal. The product is the core of the marketing mix, and it is the primary focus of the marketing effort.

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Gateway areas.

Primary Gateway treatments may also include special paving, street furniture, bus shelters, displays of public art, monument signage, landscaping, decorative lighting and street lighting.

### Policy

Primary Gateway treatments shall occur in the following areas:

- Grapefruit Boulevard at Avenue 48
- Dillon Road at Interstate 10 Freeway
- Dillon Road at State Highway 86 Freeway
- Grapefruit Boulevard at Avenue 54
- State Highway 86 Freeway at Airport Boulevard
- Harrison Street at Airport Boulevard

### Policy

Secondary Gateways are defined as areas where pedestrians and the traveling public are entering a special neighborhood or Colonia of the City of Coachella and special emphasis within the public areas and streetscapes is desirable.

Secondary Gateway treatments shall include the design elements as detailed in the Urban Design Element and designed to represent the identity of the special neighborhood or Colonia. Secondary Gateway treatments may also include special paving, street furniture, bus shelters, displays of public art, monument signage, landscaping, decorative lighting and street lighting.

### Policy

Landscaped setbacks are necessary to soften the effect of the hardscape including buildings, parking areas and perimeter walls. Setbacks may vary, but shall generally be as follows:

- Harrison Street (State Highway 86) and Grapefruit Boulevard (State Highway 111) - 10 to 20 feet
- Major Arterials - 10 to 15 feet
- Arterials - 10 to 15 feet
- Collector Streets - 10 feet

Landscaping within these setback areas shall be consistent with the appropriate image corridor

designation.

### Policy

Special right-of-way width and design treatments will be identified for streets recognizing established setbacks of adjacent developments and the maturity of existing landscaping materials.

### Policy

Perimeter walls and fences should be designed to allow public views into projects from the street and shall be required where possible. Varying setbacks and landscape treatments may also be required to enhance the public view of perimeter areas. Designs of perimeter walls should be varied from project to project for visual relief along a streetscape but should have unifying or consistent elements to achieve a pleasing transition.

### Policy

The City's streetscape quality shall be improved by under grounding of utilities wherever possible.

### Policy

Freestanding signs shall be required to be located within landscaped areas of a size and proportion compatible with the sign size and height. Design and color of signs shall be required to be compatible with the surrounding area and enhance rather than detract from the neighborhood. Signage shall be professionally designed and constructed.

### Goal

The City shall maintain and upgrade existing streets throughout the community to provide safe, adequate and attractive streets.

### Objective

The City shall establish a program for the regular maintenance, repair and reconstruction of existing streets, sidewalks, streetscapes, bikeways, public transportation facilities and equestrian trails.





## Policy

The City shall prepare a plan that identifies the needs in each of the neighborhoods for maintenance, reconstruction and repair of circulation facilities and incorporate the findings into a Capital Improvement Program.

### Objective

The City shall involve the community in the upgrade of existing neighborhood streets.

## Policy

The City shall actively involve each colonia in the identification of neighborhood needs related to streets, sidewalks, streetscapes, bikeways, public transportation facilities and equestrian trails.

## PUBLIC TRANSPORTATION POLICIES

The provision of public transportation is a critical need in a city such as Coachella. A greater proportion of the population is reliant upon its provision and is more greatly affected if the modes of transportation are not well coordinated.

Increased use of public transportation reduces congestion noise impacts and improves air quality. The provision of public transportation for visitors to Coachella and the planned Entertainment Area is a new challenge to be met.

The following policies are intended to provide guidance in establishing an expanded transit system to serve the needs of the City and region.

### Goal

The City shall ensure that safe, available, convenient, inviting and efficient public transportation is provided to the residents of the City of Coachella.

### Objective

The City shall require the dedication of public right-of-way and improvements to provide appropriate public transportation facilities.

## Policy

The City shall ensure through the design review process that developments which are identified as major trip attractors incorporate design features that increase the potential for public transit service.

## Policy

New industrial, commercial and residential development should be designed and developed to promote alternative forms of travel through the use of bike routes, park and ride facilities, bus stops and other alternative travel facilities.

## Policy

The City shall coordinate with SunLine Transit to provide bus service within the city and throughout the Coachella Valley that is safe, available, convenient, inviting and efficient.

## Policy

The City shall review the bus routes and connections to assure that adequate service is being provided and adjustments are being made as the city grows and develops.

## Policy

The City shall review the SunLine bus routes from the perspective of connections to regional and national bus lines such as Greyhound and The Red Line. The City shall work with regional and national bus lines to promote and provide stops within the city limits.

## Policy

The City shall review the SunLine bus routes from the perspective of connections to the passenger rail service provided by Southern Pacific Railroad and Amtrak in Indio, and air passenger services provided at Palm Springs, Ontario and Los Angeles airports.

## Policy

The City shall review existing bus stop locations and conditions to assure that the locations are appropriate and sufficient to meet the needs of the residents.





## **Policy**

The City shall review all bus stop facilities to assure that they provide adequate shelter, safe conditions including pavement conditions, setbacks, lighting, access to public pay phones and defensibility.

## **Policy**

Covered bus shelters shall be provided at every bus stop in the City.

## **Policy**

Where appropriate, the City shall require developers to construct bus pullouts, covered bus shelters and benches on Highways, Major Arterial, Arterial and Collector streets. Payment of development fees may be required.

## **Policy**

The City shall work with SunLine to provide dial-a-ride and other types of public transportation to meet needs that are not met by bus service.

## **Policy**

The City shall coordinate with SunLine Transit and the Coachella Valley Association of Governments to identify potential park and ride facility locations as a means of encouraging increased transit and ridesharing.

## **Policy**

The City shall review and update ordinances regarding the provision of taxicab service within the City of Coachella.

## **Policy**

The City may require dedication and/or improvement of waterways for the transport of visitors within the Entertainment Area.

## **Policy**

The City shall design a typical segment of the waterway, stations, ticket booths and docks and adopt specifications to be used for the waterways planned for the transport of visitors within the Entertainment Area.

## **Policy**

The City of Coachella shall cooperate with Riverside County to encourage implementation of the Thermal Airport Master Plan as it relates to safety, land use and noise issues.

## **Policy**

The City shall require the disclosure by recordation of documents during the subdivision of land for all projects which are subject to excessive airport and aircraft noise levels.

## **Policy**

The City will seek to identify potential sites for a multi-modal transportation facility for rail service to serve the traffic between the international border crossings in Calexico and the Coachella Valley.

## **NON-MOTORIZED TRANSPORTATION POLICIES**

### **Goal**

The City shall provide a well designed circulation system that includes bike routes, equestrian trails and pedestrian ways.

### **Objective**

The siting of future development shall carefully consider locations that can most readily accommodate and support alternative modes of transit other than the automobile.

## **Policy**

Open space, parks, recreational areas, schools and community facilities shall be required to be connected by bike routes and pedestrian facilities. New residential developments shall be required to identify routes to the facilities that will serve their development and may be required to dedicate public right-of-way and improve segments that link their development to existing facilities.



The first part of the document is a list of the names of the people who were present at the meeting. The names are listed in alphabetical order.

The second part of the document is a list of the topics that were discussed at the meeting. The topics are listed in alphabetical order.

The third part of the document is a list of the actions that were taken at the meeting. The actions are listed in alphabetical order.

The fourth part of the document is a list of the people who were responsible for the actions that were taken at the meeting. The people are listed in alphabetical order.

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The twenty-fifth part of the document is a list of the topics that were discussed at the meeting. The topics are listed in alphabetical order.

## Policy

The City shall ensure through the design review process that bike routes, pedestrian ways and equestrian trails shall be located in aesthetically pleasing surroundings such as through parks, adjacent to scenic highways and near watercourses, whenever possible.

## Policy

The General Plan shall promote the use of bike routes, pedestrian ways and equestrian trails for transportation and recreation.

## Policy

Encourage bicycling and walking as alternative modes of transportation to reduce fuel consumption, traffic congestion and air pollution.

## Policy

The City shall work with the schools, colonias and others in the community to identify a safe and convenient system of bike routes and pedestrian ways.

## Policy

Bike routes shall be designed and constructed in conformance with requirements highlighted in the CalTrans Manual, "Planning and Design Criteria for Bikeways in California". Adherence to these standards will ensure eligibility for state funding of bike routes projects, as well as the development of a safe and uniform bike routes system that complies with accepted state standards.

## Policy

The City shall work with the community to identify a system of equestrian trails that links to adjacent communities and established trail systems including those provided by the County of Riverside and Bureau of Land Management.

## Policy

The City shall prepare and adopt design standards for the development of equestrian trails.

## Policy

The City may require the dedication and improvement of equestrian trails throughout the city.

## Policy

The Goals, Objectives and Policies regarding pedestrian facilities contained in the Urban Design Element, pages 82 and 83, are incorporated herein by reference.

## Goal

The City shall actively coordinate and cooperate with adjacent jurisdictions and regional agencies regarding street and intersection design and level of service.

## Objective

Coordinate the planning and improvement of streets to achieve maximum safety for the traveling public.

## Policy

The City shall actively coordinate efforts with adjacent jurisdictions through regular meetings and written identification of problem areas related to street widths, alignments, classifications and intersection designs.

## CIRCULATION ELEMENT IMPLEMENTATION MEASURE

The various actions, programs and strategies the City of Coachella should take to implement the Goals, Objectives and Policies of the Circulation Element are presented on Figure 22, City of Coachella Circulation System Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the circulation system development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



The first section of the report discusses the background and objectives of the study. It highlights the importance of understanding the factors that influence the performance of the system under investigation.

The second section of the report describes the methodology used in the study. It details the experimental setup, the data collection process, and the statistical analysis techniques employed to evaluate the results.

The third section of the report presents the results of the study. It includes a detailed analysis of the data collected, showing the performance of the system under various conditions and the impact of the different factors studied.

The fourth section of the report discusses the conclusions drawn from the study. It summarizes the key findings and provides recommendations for future research and practical applications based on the results obtained.

The fifth section of the report contains the references used in the study. It lists the books, articles, and other sources that provided the theoretical background and data for the research.

The sixth section of the report includes the appendixes. These contain supplementary information that supports the main text, such as additional data, detailed calculations, and figures.

The seventh section of the report discusses the limitations of the study. It identifies the factors that may have influenced the results and suggests ways to improve the study in the future.

The eighth section of the report contains the acknowledgments. It expresses gratitude to the individuals and organizations that provided support and resources during the course of the study.

The ninth section of the report includes the conclusion. It summarizes the overall findings of the study and provides a final statement on the significance of the research.

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**FIGURE 22**

**CITY OF COACHELLA CIRCULATION ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                                                                                                                                   | <b>Purpose</b>                                                                                                                                      | <b>Key Participants</b>                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| Adopt design standards and specifications for all streets by functional classification                                                                                                                           | To ensure consistent street configuration for each classification                                                                                   | City Council<br>Planning Commission<br>Planning Department    |
| Prepare and adopt a Transportation Demand Management Ordinance                                                                                                                                                   | To set standards for correction of traffic problems                                                                                                 | City Council<br>Planning Department<br>Engineering Department |
| Prepare Development Fees Plan to reflect changes in the Circulation Plan including development fees for regional streets, freeway interchanges, bridges, grade separations, bus stops and facilities and traffic | To ensure that the Development Fee Plan reflects existing roadway, transit and non-motorized vehicle facility requirements                          | City Council<br>Planning Commission<br>Planning Department    |
| Prepare inventory and strategy for streets requiring special right-of-way width and design treatments to recognize established setbacks of adjacent developments and the maturity of existing                    | To identify streets with characteristics requiring special treatments                                                                               | City Council<br>Planning Department<br>Engineering Department |
| Prepare a plan that identifies the needs in each neighborhood for maintenance, reconstruction and repair of circulation facilities and incorporate the findings into a Capital Improvement Program               | To identify substandard streets and facilities and to provide a list of priorities for funding                                                      | City Council<br>Planning Department<br>Engineering Department |
| Prepare a plan that identifies neighborhood needs for new streets, sidewalks, streetscapes, bikeways, public transportation facilities and equestrian trails                                                     | To identify needs for new facilities in each colonia                                                                                                | City Council<br>Planning Department<br>Engineering Department |
| Prepare and implement a program for Public Transportation including Bus Stop, MetroLink and park and ride facilities                                                                                             | To identify bus stop locations requiring covered shelters, benches, pedestrian access and other improvements and to identify the need and potential | City Council<br>Planning Commission<br>Planning Department    |



|                                                                                                                                                                                                                                                              |                                                                                                                                                                                      |                                                                                                                                                                   |                                                                                                                                                                              |                                                                                                                                                                                    |                                                                                                                                                                         |                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                      |                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. The first step in the process of developing a business plan is to conduct a market analysis. This involves identifying the target market, understanding the needs and preferences of the target audience, and assessing the competitive landscape.</p> | <p>2. The second step is to develop a marketing strategy. This involves determining the most effective ways to reach the target audience and promoting the business's offerings.</p> | <p>3. The third step is to create a financial plan. This involves estimating the costs of the business and projecting the revenue it is expected to generate.</p> | <p>4. The fourth step is to write the business plan. This involves putting all the information gathered in the previous steps into a coherent and professional document.</p> | <p>5. The fifth step is to present the business plan to potential investors or lenders. This involves making a compelling case for the business's viability and profitability.</p> | <p>6. The sixth step is to secure financing. This involves negotiating the terms of the loan or investment and obtaining the necessary funds to start the business.</p> | <p>7. The seventh step is to launch the business. This involves setting up the business operations, hiring staff, and beginning to serve customers.</p> | <p>8. The eighth step is to monitor and evaluate the business's performance. This involves tracking key performance indicators and making adjustments as needed to ensure the business is on track for success.</p> | <p>9. The ninth step is to plan for the future. This involves setting long-term goals and developing strategies to achieve them.</p> | <p>10. The tenth step is to exit the business. This involves selling the business or transferring ownership to another person.</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|

THE UNIVERSITY OF THE SOUTH ALABAMA

| Implementation Measures                                                                                                                                                           | Purpose                                                                                        | Key Participants                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Prepare and adopt a Specific Plan for Dillon Road from Grapefruit Boulevard (State Highway 111) east to Interstate 10 and for State Highway 111 from Avenue 48 to Harrison Street | To assess roadway capacity and operational requirements associated with intersection locations | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department |



|                                                                                                                                                                   |                                                                                                                             |                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <p>Product of a chemical reaction</p> <p>Reaction of sodium with water</p> <p>2Na + 2H<sub>2</sub>O → 2NaOH + H<sub>2</sub></p> <p>Sodium hydroxide is formed</p> | <p>Reaction of sodium with water</p> <p>2Na + 2H<sub>2</sub>O → 2NaOH + H<sub>2</sub></p> <p>Sodium hydroxide is formed</p> | <p>Reaction of sodium with water</p> <p>2Na + 2H<sub>2</sub>O → 2NaOH + H<sub>2</sub></p> <p>Sodium hydroxide is formed</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|







# URBAN DESIGN ELEMENT

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The Urban Design Element of the Coachella General Plan identifies and establishes the City's official policy relative to the establishment of a unique and attractive visual identity for the City. The purpose of the Urban Design Element is to provide official City policy which:

- Develops design criteria for general use throughout the entire Planning Area including transition areas, parkways and medians, sidewalks, parking lots and other components
- Develops a series of inviting images for general use throughout the entire Planning Area including landscaping, shade structures, water attractions and street furniture
- Develops and promotes a new positive image for Coachella
- Projects a sense of pride in the history and accomplishments of Coachella
- Uses one of the city's initial projects as a signature piece for the new visual image - containing many of the design elements to be used throughout the entire project
- Develops urban design overview elements as bird's-eye view illustrations or large scale relief models for each area. This allows for a perspective view of the entire area being renewed. Design relationships within the area can be properly analyzed, adjustments made and visual corridors enhanced

Urban Design is the study and creation of the physical characteristics of cities. It is closely related with Urban Planning which is the study and development of solutions to specialized problems of cities. Most often, Urban Designers work with Urban Planners to develop a delineated urban plan of the entire city. In Coachella's case, due to existing conditions, some areas will require gradual change while others will demand immediate development.

## EXISTING SETTING

Coachella's community setting is one of an agricultural center with a small, tightly knit downtown area and residential areas surrounding the downtown core. There are also several strip shopping centers located in the City. Industrial

businesses and agricultural lands dot the otherwise open land.

Currently, there is no central theme or unifying design that brings the different aspects of the community together. There are several areas where attempts have been made to create a sense of community, such as the downtown area which has most of the older, historic buildings, street tree plantings and street furniture.

## SUMMARY OF KEY PLANNING ISSUES

The following key planning issues are addressed in the policies of the Urban Design Element.

- To create a new positive image of the City for residents and visitors alike. Striking new visuals will be designed to establish a sense of permanence and security. Attractive, clean structures with age old character; elegant outside amenities such as street lighting, shade structures, street furniture and sturdy iron fencing - a place where citizens can feel safe and comfortable.
- To develop a unique "natural" environment in all public areas of transition and destination. Creatively designed "natural" settings woven into the single organizing principle of water features - lakes, streams, raging rivers and placid reservoirs selectively placed throughout lush native landscaping and impressive stonescaping - suggesting one is surrounded by a grand, inviting, friendly oasis. This must be a quality environment which will inspire civic pride across the entire spectrum of the community.
- To produce a series of dynamic vistas and exciting structures so dramatic as to attract passers-by to stop and visit. Quality is the one constant which has the power to attract visitors and local residents alike.
- To promote good design which is a product of thoughtful study, professional research and creative thinking. Good design becomes a catalyst for stimulating an aura of quality and desire for excellence.



1. The first step in the design process is to define the problem. This involves identifying the goals and objectives of the project, as well as the constraints and resources available.

2. The second step is to conduct a site analysis. This involves gathering information about the physical and social context of the project, including topography, climate, and existing infrastructure.

## DESIGNING THE URBAN FORM

3. The third step is to develop a conceptual design. This involves creating a preliminary plan that outlines the overall form and structure of the project.

4. The fourth step is to develop a detailed design. This involves creating a more refined plan that includes specific details about the building and its surroundings.

5. The fifth step is to prepare the final design documents. This involves creating a set of plans and specifications that can be used to guide the construction of the project.

6. The sixth step is to implement the design. This involves overseeing the construction of the project and ensuring that it is completed according to the design.

7. The seventh step is to evaluate the project. This involves assessing the success of the project and identifying any lessons learned for future projects.

- Creating urban design themes that are reminiscent of Coachella's agricultural past and desert environment.
- Establishment of primary and secondary image corridors of boulevards and streets with raised, landscaped medians and heavily landscaped areas within and contiguous to the street rights-of-way.
- Designing image corridors to include street lighting systems, street furniture, bus shelters, street name signs and noise barriers which are implemented in a coordinated and consistent theme unique to Coachella.
- Establish primary and secondary gateway treatments at specified entries into Coachella using special paving, street furniture, hardscape, screen wall arrangements and street lighting to create a dramatic design statement.
- Establishment of setback standards for walls, buildings and parking areas based on the type of street the development is fronting.
- Creation of buffering standards for conditions where nonresidential uses are adjacent to a residential use or designation.
- Providing clear definition of pedestrian and automobile circulation within sites using enhanced pavers, sidewalks, walkways with orientation towards major entrances and drive aisles that are perpendicular to major stores.
- Defining design standards that discourage graffiti and property vandalism.
- Establishment of site design and architectural guidelines for the various land uses.

## URBAN DESIGN VISION STATEMENT

The essence of Coachella's vision for urban design is captured in the following statement.

The City of Coachella's vision of the future for Urban Design focuses on creating an image that projects Coachella as a safe, friendly oasis in the center of the large Coachella Valley desert. It is important that a sense of pride and accomplishment in the City's history be nourished and that citizens of all ages and economic status be included in the process, from the planning stage through the transformation. Quality is the keynote for new development and redevelopment.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Urban Design Element is one of thirteen elements in the Coachella General Plan. The development policies within the Urban Design Element are closely related to the policies within the Land Use and Economic Development Elements. The policies related to the Urban Design Element shall be consistent with all other elements of the General Plan.

## REFERENCES

The following documents contain information critical to the Urban Design Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Land Use Element
- Circulation Element
- Infrastructure & Public Services Element

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report

## OVERVIEW OF THE URBAN DESIGN POLICY DIAGRAMS

Figures 23 through 35 present planning and design concepts, landscaping concepts, typical design elements and details that are key to the Urban Design approach to be implemented.

- Figure 23 - Planning & Design Concepts
- Figure 24 - Landscaping Concepts - View 1
- Figure 25 - Landscaping Concepts - View 2
- Figure 26 - Ave 50 Grade Separation Concept View 1
- Figure 27 - Ave 50 Grade Separation Concept View 2
- Figure 28 - Glorietta Streetscape
- Figure 29 - Typical Streetscape
- Figure 30 - 4 Lane Street Cross-Section
- Figure 31 - 6 Lane Street Cross-Section
- Figure 32 - Glorietta & Intersection Concept
- Figure 33 - Major Arterial & Intersection Concept
- Figure 34 - Street Light Fixture Design
- Figure 35 - Wrought Iron Fencing Design & Detail



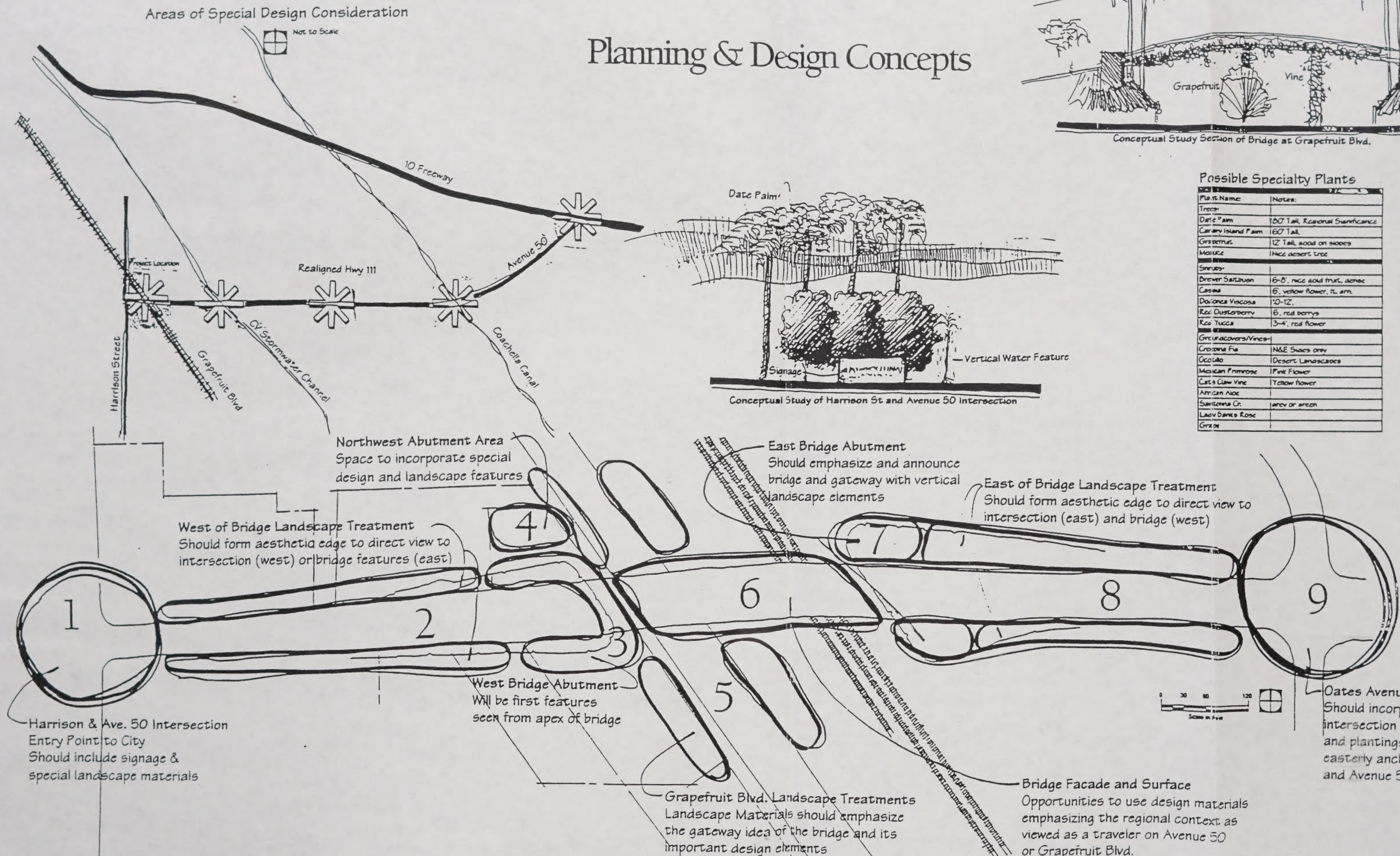




# 50th Avenue Bridge

## CITY OF COACHELLA

### Planning & Design Concepts



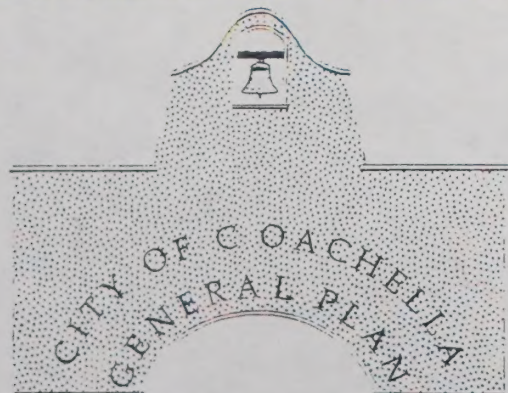








Source: Inter/Plan, Ltd., 1996

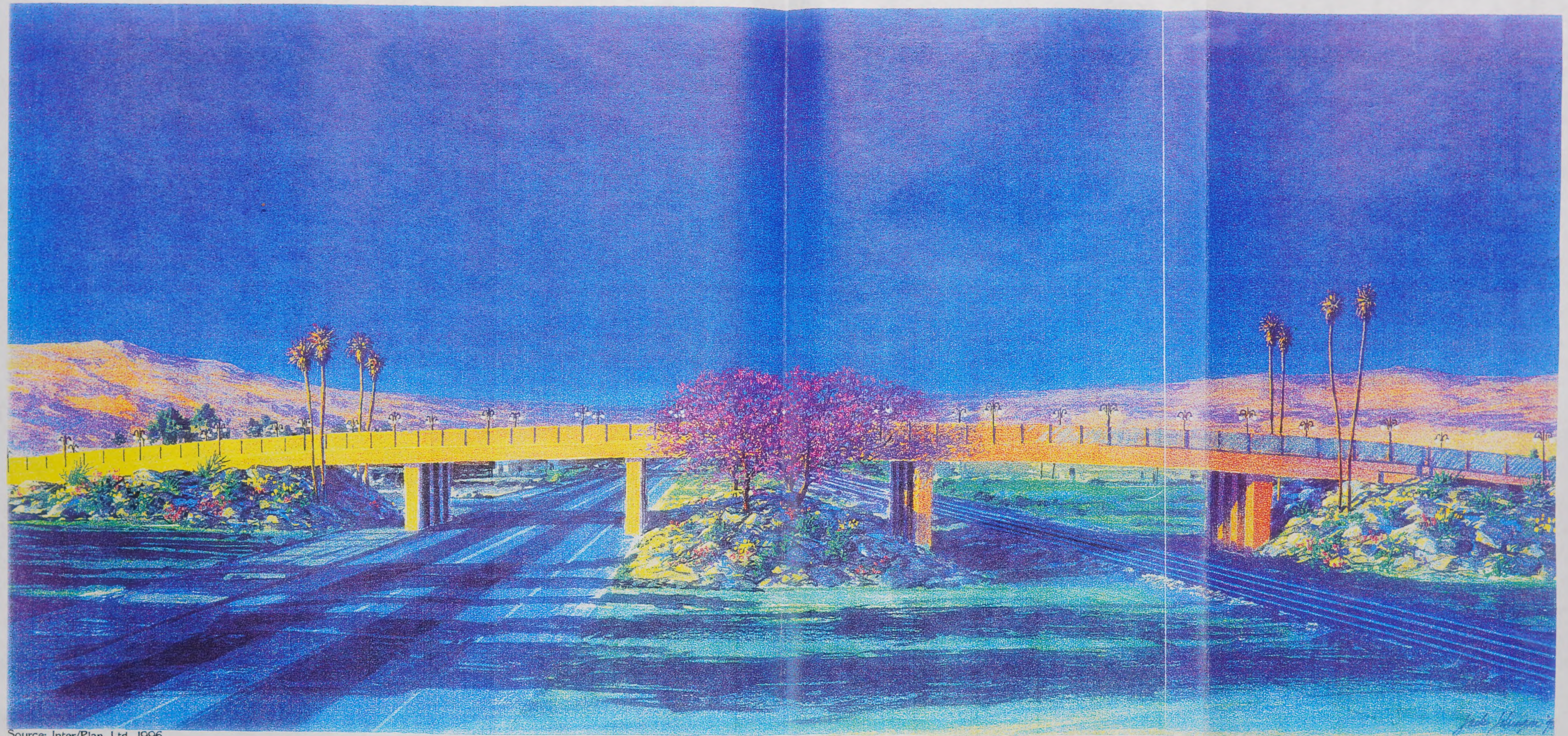


Landscaping Concepts  
View 1

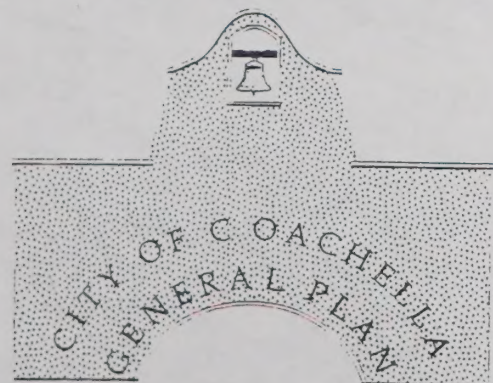








Source: Inter/Plan, Ltd., 1996



Avenue 50  
Grade Separation Concept  
View 1

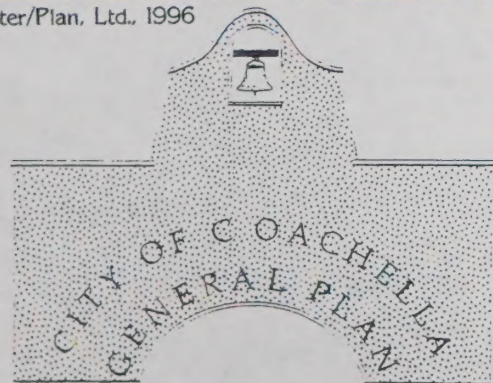








Source: Inter/Plan, Ltd., 1996



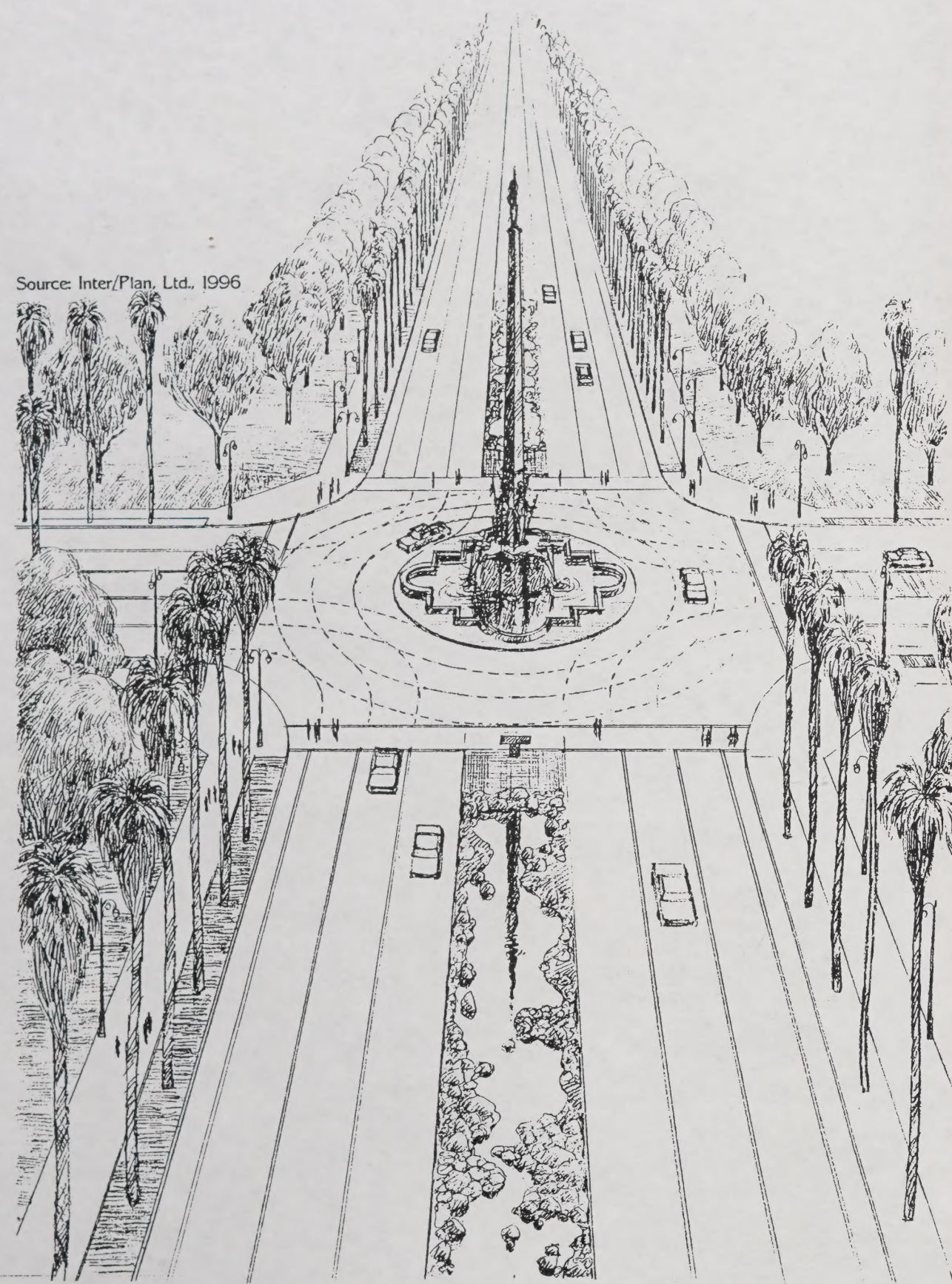
Avenue 50  
Grade Separation Concept  
View 2







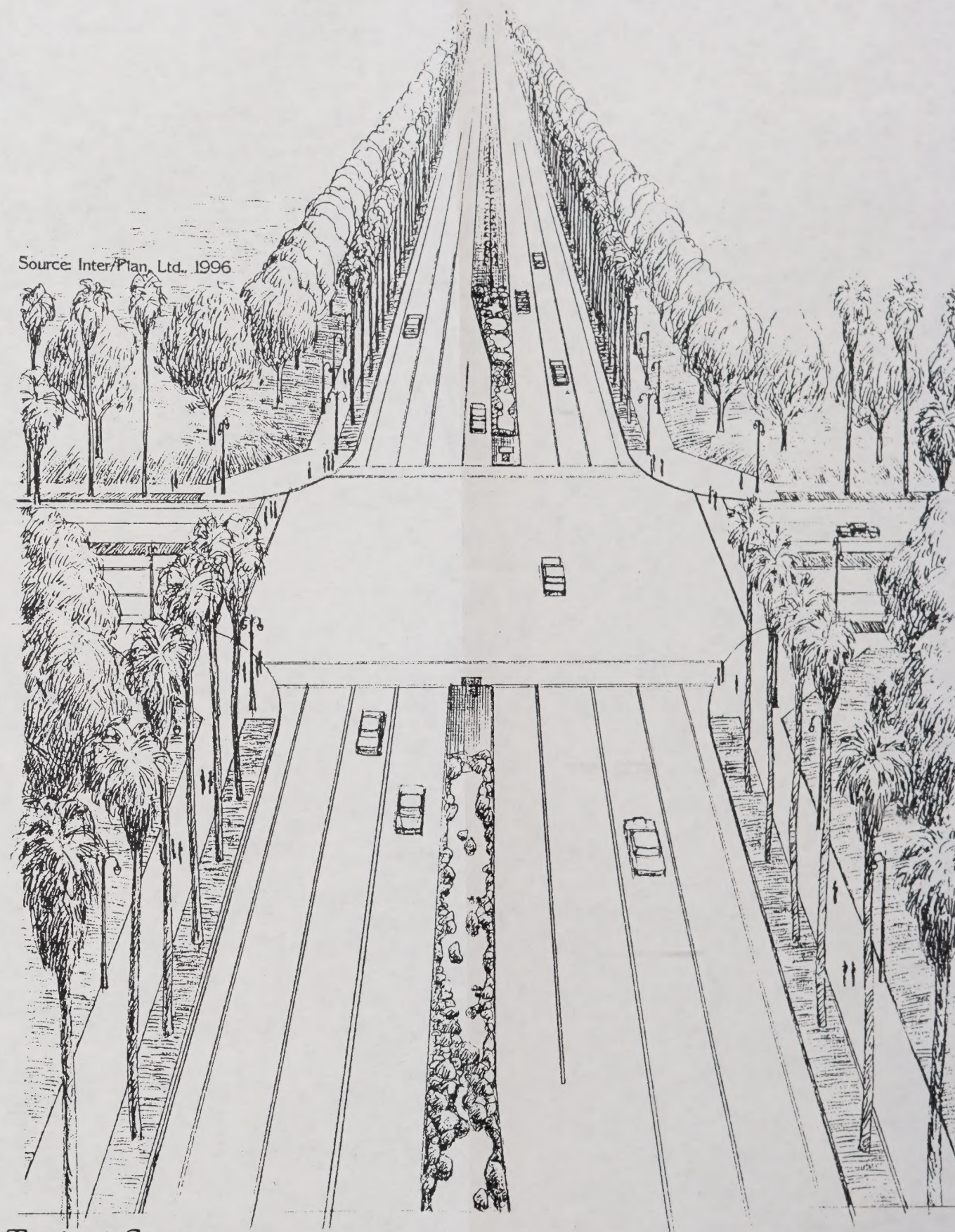
Source: Inter/Plan, Ltd., 1996



Glorietta Streetscape  
Not to scale

Figure 28

Source: Inter/Plan, Ltd., 1996



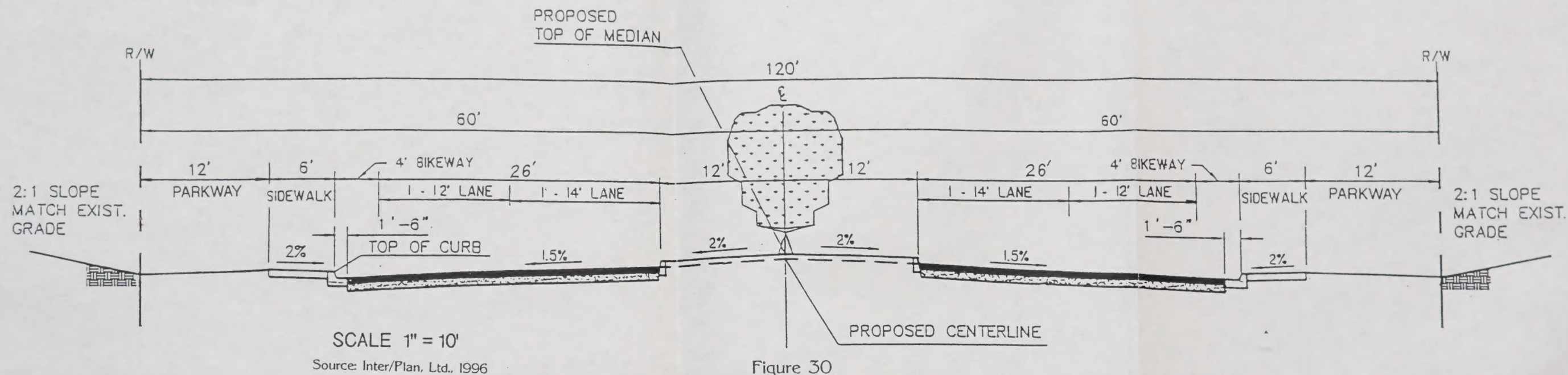
Typical Streetscape  
Not to scale

Figure 29

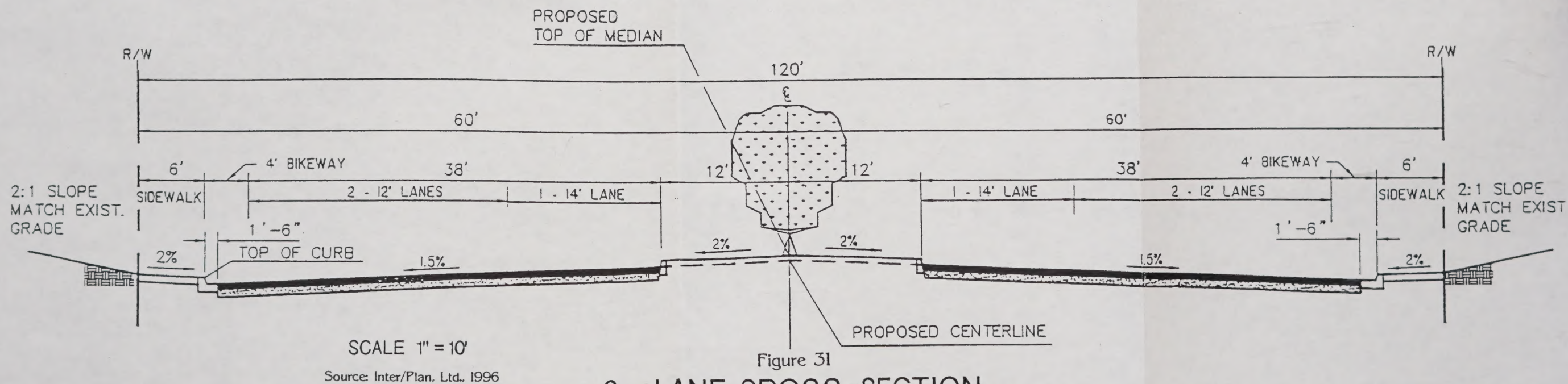








4 - LANE CROSS-SECTION  
PHASE-1 ASSESSMENT ROADWAY



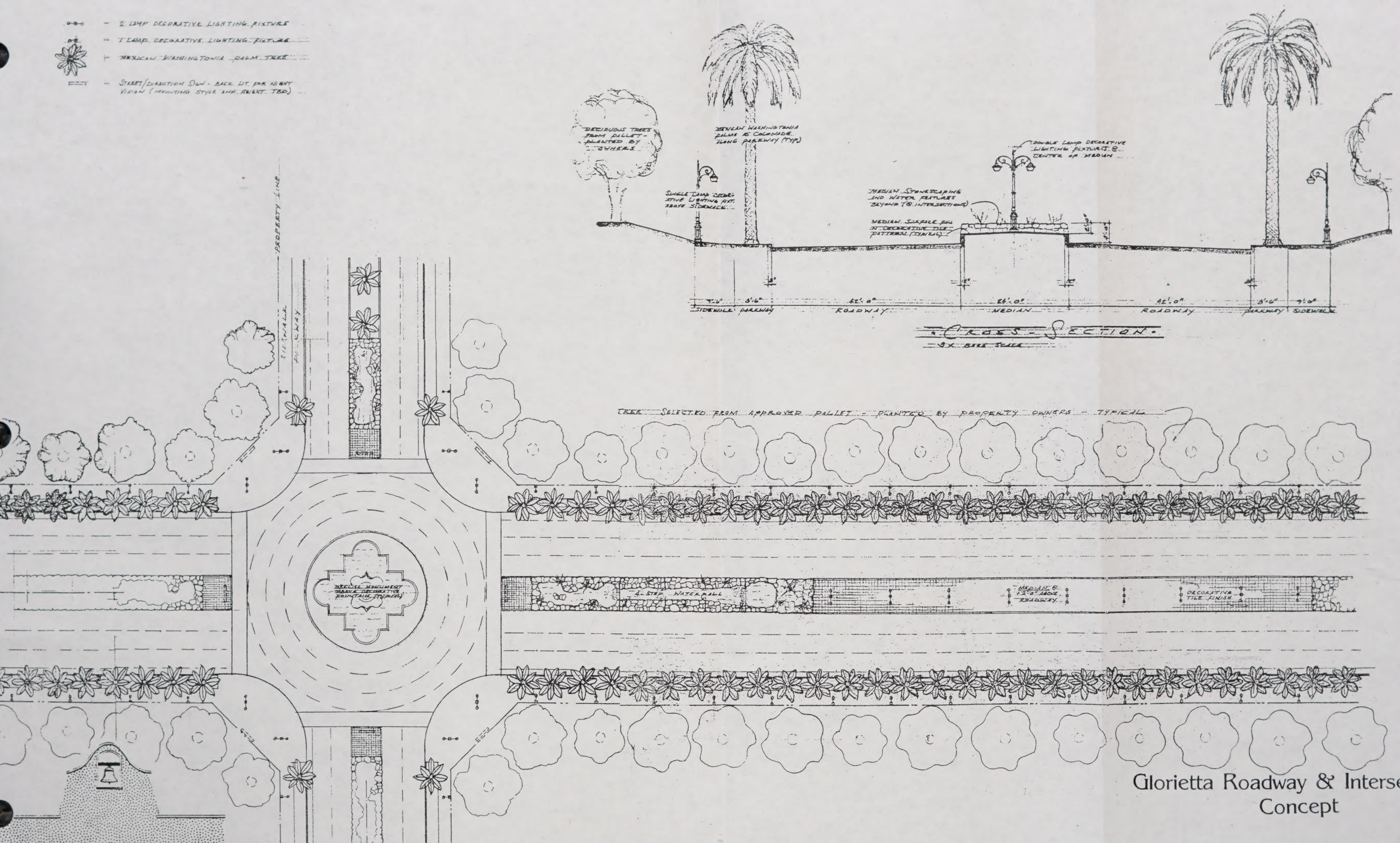
6 - LANE CROSS-SECTION  
ULTIMATE ROADWAY







- 2 LAMP DECORATIVE LIGHTING FIXTURE
- 1 LAMP DECORATIVE LIGHTING FIXTURE
- MEXICAN WASHINGTONIA PALM TREE
- STREET/DIRECTION SW - BACK LT FOR NIGHT VISION (MOUNTING STYLE AND HEIGHT TBD)



Glorietta Roadway & Intersection Concept

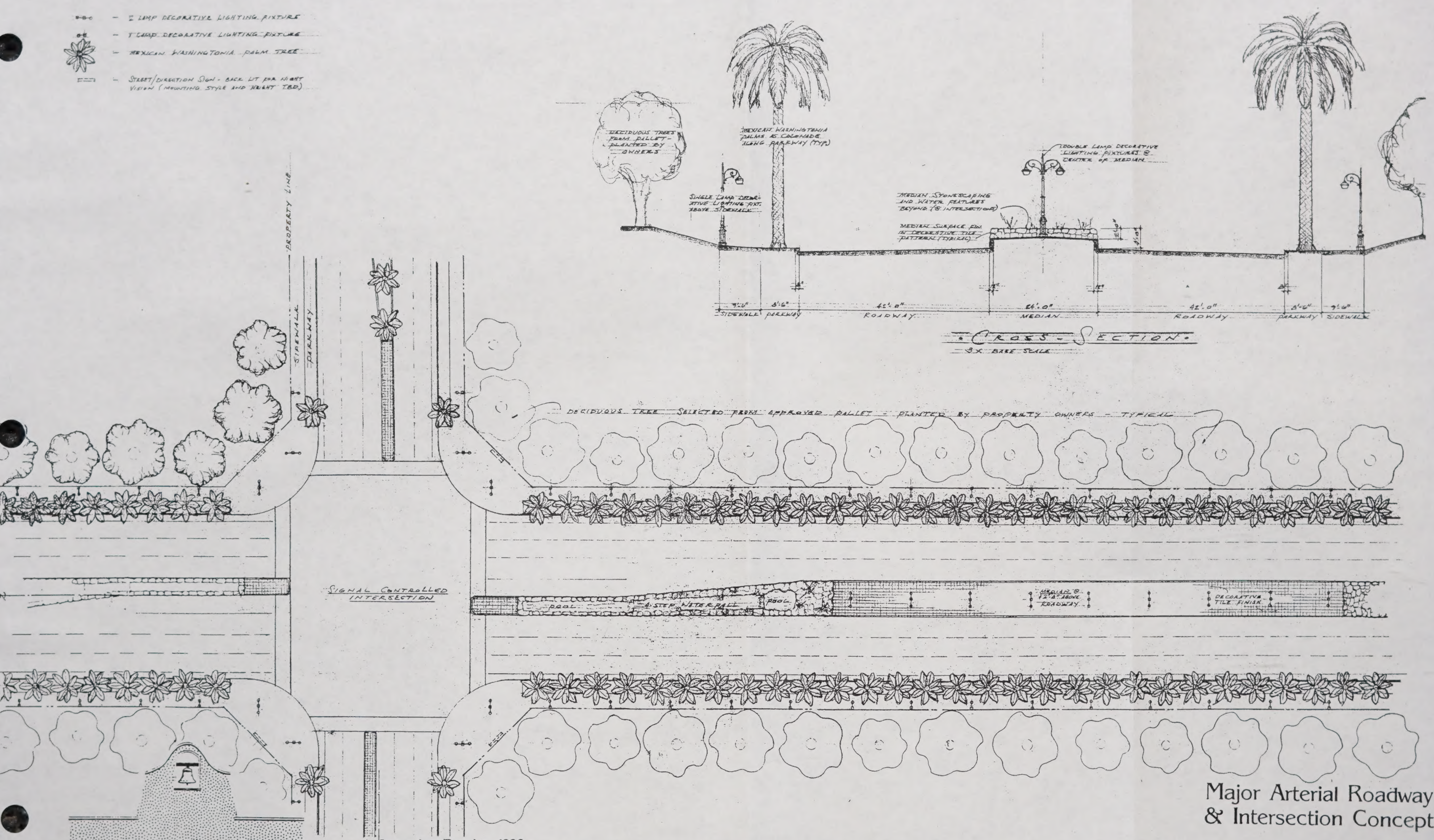
Source: Inter/Plan, Ltd., 1996







- SYMBOL LEGEND**
- LAMP DECORATIVE LIGHTING FIXTURE
  - T LAMP DECORATIVE LIGHTING FIXTURE
  - MEXICAN WASHINGTONIA PALM TREE
  - STREET/DIRECTION SIGN - BACK LIT FOR NIGHT VISION (MOUNTING STYLE AND HEIGHT TBD)



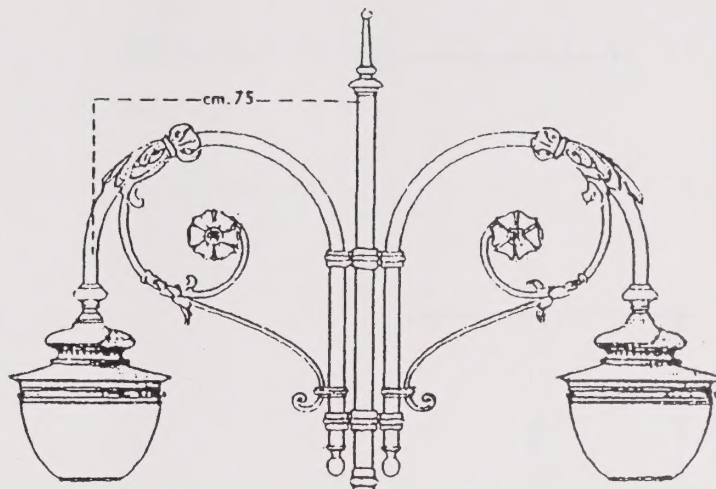
Major Arterial Roadway  
& Intersection Concept

Source: Inter/Plan, Ltd., 1996

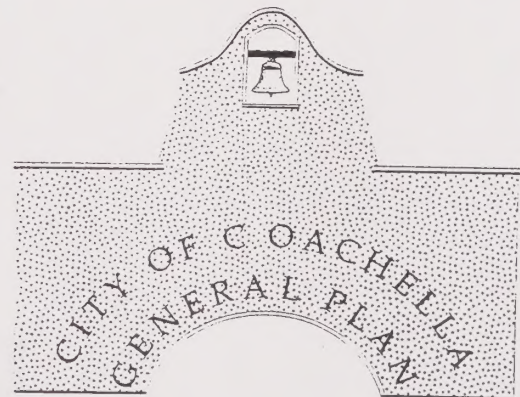
CITY OF COACHELLA  
GENERAL PLAN







Overall Height of Fixture  
559 cm (18'-4-5/64")



Base rests on 2'-6" high  
concrete barrier

Street Light Fixture Design

Source: Inter/Plan, Ltd., 1996

Figure 34

Page 77



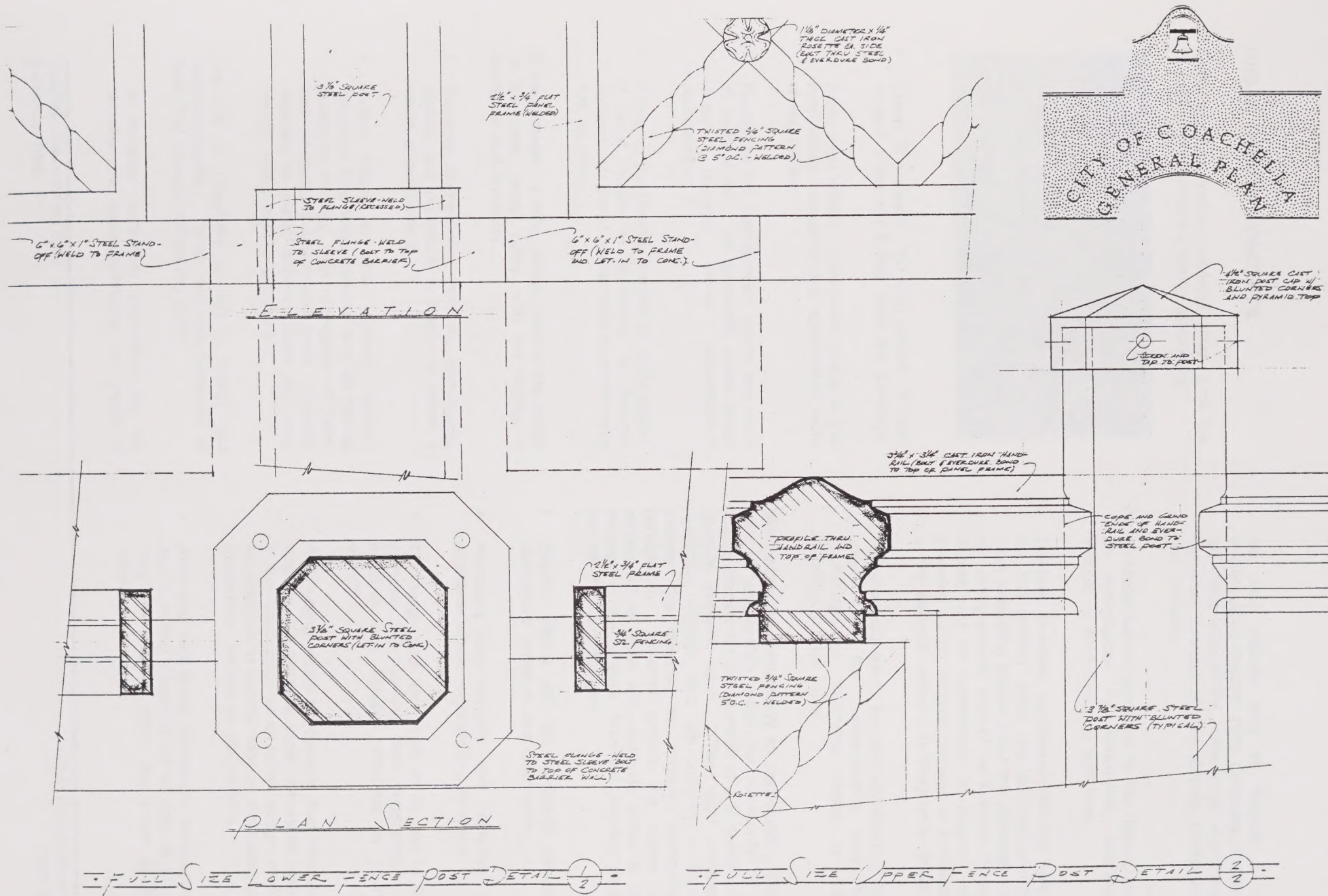












Source: Inter/Plan, Ltd., 1996

## Wrought Iron Fencing Design & Details

Figure 35

Page 79





## URBAN DESIGN CONCEPTS

There are fundamental concepts which form the foundation of Coachella's design philosophy:



- Create "the vision" - the total picture. It must be your vision and it must meet the challenge.
- Insist upon quality. Consistent quality is the most widely recognized and appreciated factor of any project.
- Recognize the entertainment nature and value of each project. All successful public space design contains some entertainment consideration.
- Focus on the ultimate purpose of every project. It must create or contribute to financial success. An artistic masterpiece in receivership has no value.

**A new image:** a safe, friendly oasis in the center of this large desert valley, with the feeling of substance and character.

- Imposing stonescaping elements, monuments, statues and decorative fountains to create a sense of permanence.
- Period details in street lighting, fencing, structures and street furniture lend an historic quality to the city. An abundance of trees, lush landscaping and unique water elements exposed to public access create an open, inviting, visitor friendly atmosphere.

The City of Coachella is rich in history and accomplishments. These may be presented in forms that promote community pride.

- A museum containing information on the development, accomplishments and growth of

the date industry may be housed in a reconstructed Covalda Date Company building with tram tours of the date ranch, explaining the entire process of date farming, production and marketing.

- Historical events significant to the region may be immortalized by monuments, markers, statues, or even theatrical narratives.
- Buildings of historic significance (the first bank, the first clothing store, city hall, etc.) always have interesting stories about the pioneers and the entrepreneurial spirit of the founders. These stories may be summarized on plaques and mounted on the restored buildings or imbedded in the sidewalk where a building once stood.
- Prominent citizens in the early settlement of the region and their achievements may be recognized by renaming streets or city buildings in their honor.

**Motivating the community to participate** - The spirit of cooperation within the community is a critical element for the success of any community upgrade renewal effort. The eight colonias, residential districts, that are currently in place provide the means to achieve community participation. Colonias provide the means for citizens of all ages and economic status to be included in the process, from the planning stage through the transformation.

- Sharing visions with local property owners, developers, investors and merchants.
- Recruiting local artisans and craftsmen to contribute ideas, expertise and concepts.
- Encourage local youngsters to be part of the planning by soliciting their suggestions on activities and facilities attractive to young people.
- Allow young people to physically help whenever possible, for example, assist the model maker in the construction of an urban design model; or participate in summer jobs as landscape and construction helpers on city projects.
- Allow local businesses, contractors, landscapers, etc. to submit proposals for all work in which they are qualified within the scope of the project.



the first thing I saw was a  
man in a suit and tie, looking  
at me with a serious expression.  
He was standing in the middle of the  
room, and I was standing in the middle of the  
room.

He was looking at me with a serious expression.  
He was looking at me with a serious expression.

He was looking at me with a serious expression.  
He was looking at me with a serious expression.  
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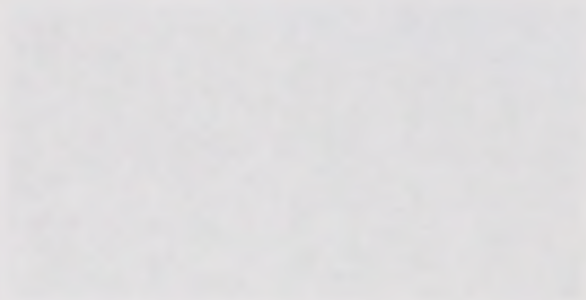
He was looking at me with a serious expression.  
He was looking at me with a serious expression.

He was looking at me with a serious expression.  
He was looking at me with a serious expression.

He was looking at me with a serious expression.  
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He was looking at me with a serious expression.

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He was looking at me with a serious expression.  
He was looking at me with a serious expression.

He was looking at me with a serious expression.  
He was looking at me with a serious expression.

He was looking at me with a serious expression.

Other ideas that should be kept in mind while designing, planning and communicating the vision to the public at large are:

- Be sure to let the plan determine the growth and not allow the growth to determine the plan.
- Have the patience to wait for a project to be done correctly - do not accept mediocrity just to get it done right away.
- Encourage investors, developers, property owners and merchants to think quality - so that the quality of goods and services equal the quality of the overall vision.

## URBAN DESIGN DEVELOPMENT GOALS, OBJECTIVES AND POLICIES

Development within the City of Coachella shall be required to be constructed in a manner consistent with the development Goals, Objectives and Policies that follow.

### Goal

The City shall develop design criteria for general use throughout the City that develops a series of inviting images, creates unifying transition areas and assists in the creation of pride in the City.

### Objective

Streetscapes shall be used as a means to create a unifying urban design effect and inviting images.

### Policy

The City shall establish a hierarchy of streets in the roadway network that defines streetscape standards for use in Primary and Secondary Image Corridors as defined in the Circulation Element. Goals, Objectives and Policies included in the Circulation Element, pages 58 through 62 specifically, and others that are related are incorporated herein by reference.

### Policy

The City shall establish a hierarchy of Primary and Secondary Gateways as defined in the Circulation Element. Goals, Objectives and Policies included in the Circulation Element, pages 58 through 62 specifically, and others that are related are incorporated herein by reference.

### Policy

The City shall establish appropriate building height limits to ensure a low density character and appearance along Primary and Secondary Image Corridors.

### Policy

The City shall establish landscaping setbacks for each street type as follows:

- Freeway frontage - 20 feet
- Harrison Street (State Highway 86) and Grapefruit Boulevard (State Highway 111) -10 to 20 feet
- Major Arterials and Arterials - 10 to 15 feet
- Collector Streets - 10 feet

### Policy

Special right-of-way width and design treatments will be identified for streets recognizing established setbacks of adjacent developments and the maturity of existing landscaping materials.

### Policy

Perimeter walls and fences should be designed to allow public views into projects from the street and shall be required where possible. Varying setbacks and landscape treatments may also be required to enhance the public view of perimeter areas. Designs of perimeter walls should be varied from project to project for visual relief along a streetscape but should have unifying or consistent elements to achieve a pleasing transition.



1. The first step in the process is to identify the problem or issue that needs to be addressed. This involves a thorough understanding of the situation and the stakeholders involved.

2. Once the problem is identified, the next step is to gather relevant information and data. This can be done through research, interviews, and other methods.

3. After gathering information, the next step is to analyze the data and identify the root causes of the problem. This involves a critical evaluation of the information gathered.

4. Once the root causes are identified, the next step is to develop a plan of action. This plan should outline the steps that need to be taken to address the problem and the resources required.

5. The final step in the process is to implement the plan and monitor the progress. This involves a continuous effort to ensure that the plan is being followed and that the problem is being resolved.

6. Once the problem has been resolved, it is important to evaluate the effectiveness of the solution and make any necessary adjustments. This involves a final review of the process and the results.

7. The final step in the process is to document the findings and the actions taken. This documentation is essential for future reference and for ensuring that the same problem does not recur.

8. The final step in the process is to communicate the results of the process to the stakeholders involved. This involves a clear and concise summary of the findings and the actions taken.

9. The final step in the process is to reflect on the experience and learn from it. This involves a final review of the process and the results, and identifying any lessons learned that can be applied to future situations.

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## Policy

The City shall require the undergrounding of all utilities wherever possible.

### Objective

The City shall buffer nonresidential uses from adjacent, existing residential uses or vacant areas with a residential land use designation.

## Policy

The City shall use streets as dividers between residential and nonresidential uses, where possible.

## Policy

When a street does not separate a residential and nonresidential use, the City shall require increased setbacks, additional landscaping and building design features that limit views, reduce noise impacts and increase privacy.

### Objective

The City shall require screening of necessary service and utility areas within a development.

## Policy

Trash collection, recycling areas, loading facilities, mechanical equipment, permitted outdoor storage and antennas shall be screened from public view using walls, enclosures and other solid screening materials as well as landscaping. Such screening shall use colors, materials, and vertical and horizontal variations to be consistent with the overall design theme of the building.

## Policy

Trash collection areas shall be fully enclosed and shall include a separate gate for user access and the emptying of trash receptacles.

## Policy

Onsite utilities and equipment shall be located in inconspicuous locations that are out of the public view.

## Policy

Roof mounted equipment shall be fully screened by a parapet wall that exceeds the height of the equipment.

### Objective

The City shall require pedestrian facilities that provide desirable amenities within all land use designations.

## Policy

The City shall require pedestrian facilities that provide desirable amenities including sidewalks, lighting, benches, shaded areas, decorative fountains, drinking fountains, public art, and appropriately designed landscaping.

## Policy

Single family residential projects shall provide pedestrian access within the project as well as to adjacent residential neighborhoods.

## Policy

Multiple family residential areas shall provide convenient access from all units to common areas, such as swimming pools, recreation rooms, laundry facilities, mailboxes, trash receptacles and to the outside of the project.

## Policy

Commercial areas shall include landscaped and well shaded plazas with seating areas and points of interest, such as a fountain or public art.



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

The second part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

### 3.1.1. Introduction

This section introduces the concept of a financial statement and its purpose. It explains that a financial statement is a summary of the financial activities of an organization over a specific period of time. It is used to provide information to stakeholders about the organization's financial health and performance.

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

The second part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

### 3.1.2. The Role of the Auditor

The role of the auditor is to provide an independent opinion on the financial statements of an organization. The auditor is responsible for examining the records and transactions of the organization and for determining whether they are in accordance with the applicable accounting standards and regulations.

### 3.1.3. The Role of the Management

The management of an organization is responsible for the preparation and presentation of the financial statements. They are responsible for ensuring that the financial statements are accurate and complete and for providing the necessary information to the auditor to enable them to perform their duties.

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### 3.1.4. The Role of the Board of Directors

The board of directors is responsible for the oversight of the financial statements of an organization. They are responsible for ensuring that the financial statements are accurate and complete and for providing the necessary information to the auditor to enable them to perform their duties.

### 3.1.5. The Role of the Shareholders

The shareholders of an organization are the owners of the organization and are entitled to receive a share of the profits. They are responsible for electing the board of directors and for providing the necessary information to the auditor to enable them to perform their duties.

### 3.1.6. The Role of the Government

The government is responsible for the regulation of the financial system and for the oversight of the financial statements of organizations. It is responsible for ensuring that the financial statements are accurate and complete and for providing the necessary information to the auditor to enable them to perform their duties.

The role of the auditor is to provide an independent opinion on the financial statements of an organization. The auditor is responsible for examining the records and transactions of the organization and for determining whether they are in accordance with the applicable accounting standards and regulations.

### **Policy**

Within commercial areas, shaded walkways shall be provided for pedestrian traffic as shelter from the sun, wind and heat.

### **Policy**

Inviting outdoor dining areas are encouraged in visible locations with shading and appropriate landscaping.

### **Policy**

Within commercial centers, pedestrian and automobile circulation routes shall be separated and clearly defined.

### **Policy**

Within commercial areas, deliveries should be oriented to separate loading facilities away from areas of high pedestrian traffic.

### **Policy**

In industrial areas, shaded and/or sheltered common areas for employees shall be provided.

### **Objective**

Guidelines for design that deter graffiti and other forms of vandalism shall be established.

### **Policy**

Long expanses of blank walls shall not be allowed. Walls or building surfaces shall have planters with mature shrubs or vines to hide wall surfaces or to make access to the walls difficult.

### **Policy**

The City shall continue efforts to remove graffiti expediently from all areas through City, other agency or volunteer mechanisms.

### **Goal**

The City shall provide a set of design guidelines that establish guidance for aspects of design that are unique to the various land use designations.

### **Objective**

The design guidelines shall establish parameters that address the physical appearance and theme of proposed developments.

### **Policy**

The City shall develop a set of design guidelines for single family development.

### **Policy**

The City shall develop a set of design guidelines for multiple family residential projects.

### **Policy**

The City shall develop a set of design guidelines for commercial development.

### **Policy**

The City shall develop a set of design guidelines for industrial development.

### **Objective**

The City shall involve the community in the development of guidelines for each of the land categories.

### **Policy**

The City shall actively involve each colonia in the development of design guidelines for projects within and surrounding their neighborhood.



The first section of the report discusses the background of the project and the objectives of the study. It also outlines the scope of the work and the limitations of the study.

The second section of the report describes the methodology used in the study. It details the data collection methods, the sample size, and the statistical analysis techniques.

The third section of the report presents the results of the study. It includes a detailed description of the findings and a discussion of their implications.

The fourth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The fifth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

Table 1: Data used in the study

| Variable  | Mean | Standard Deviation |
|-----------|------|--------------------|
| Age       | 25.5 | 3.2                |
| Gender    | 0.5  | 0.5                |
| Education | 12.5 | 1.5                |
| Income    | 15.0 | 2.0                |

The sixth section of the report discusses the limitations of the study and provides suggestions for future research. It also includes a summary of the key findings.

The seventh section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The eighth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The ninth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The tenth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The eleventh section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The twelfth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The thirteenth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The fourteenth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The fifteenth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The sixteenth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The seventeenth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

The eighteenth section of the report discusses the conclusions of the study and provides recommendations for future research. It also includes a summary of the key findings.

The nineteenth section of the report provides a detailed description of the data used in the study. It includes a table of the data and a discussion of its characteristics.

## Objective

Single family residential neighborhoods shall be designed to create a sense of place, pleasant environment and a secure setting.

## Policy

Single family subdivisions shall be designed to include an identifiable collector system of streets and curvilinear street patterns. Cul-de-sac streets shall not exceed 500 feet in length.

## Policy

Retention areas shall be designed as neighborhood parks including being above the water table, shaded areas, landscaping, picnic areas and playground equipment. Retention areas not suitable for parks shall be fenced from public use. To meet this requirement the amount of area required may be increased beyond that necessary for retention and slopes may be altered to provide safe access for park users.

## Policy

Lot layouts shall be designed to provide a majority of lots within 21 degrees of a north-south orientation for increased energy conservation.

## Policy

Lots at the end of cul-de-sac streets shall not have lot lines that intersect with the apex of the corner.

## Policy

Reverse corner lots shall be discouraged in the design of all single family subdivisions. When they can not be avoided, requirements will be placed that minimize the impacts on neighbors.

## Policy

Dwellings shall be set back with varying distances from the minimum allowed front yard setback in order to increase visual diversity along the street. Setbacks should vary a minimum of five feet.

## Policy

Tile roofs for new single family homes are encouraged.

## Policy

Automatically illuminated street addresses shall be provided for all single family homes.

## Policy

Dwellings should be designed to allow various garage orientations, such as entering from the front or the side, or varying locations, such as front facing located at the rear of the property or setback behind the front line of the residence.

## Policy

Perimeter landscaping areas shall be designed with evergreen landscaping compatible with the desert climate and chosen with maintenance costs in mind.

## Policy

Perimeter areas shall include a focal point at the entries and at major intersections adjacent to the subdivision.

## Policy

Additional right of way and improvements will be required to provide school bus stop pullouts including additional sidewalk width and waiting areas adjacent to the subdivision.





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### **Objective**

Multiple family residential projects shall be designed to provide aesthetically pleasing architectural designs and a safe and pleasant living environment.

### **Policy**

Common open space and recreational areas are required to be provided and shall be conveniently located to units within the project. Separate and secure children's play areas and equipment are required.

### **Policy**

Private open spaces such as a patio or balcony are required for each unit.

### **Policy**

Garages and carports should be arranged to avoid blocking views of the dwelling units. Long, unbroken lines of garages and carports on both sides of a driveway are discouraged.

### **Policy**

All areas not designated for dwelling units, ancillary structures, parking and drives shall be landscaped.

### **Policy**

In addition to landscaping in and around the dwelling units, landscaping shall also be provided within the parking areas.

### **Policy**

Multiple family residential complexes shall have a perimeter wall and shall use a security gate system for access into the project. Standards for emergency access and pedestrian access shall be established and enforced including the use of Knox boxes, gates that automatically open during power outages, required pedestrian gates, adequate stacking lanes, turnarounds on the exterior of the gate and a separate lane for visitors.

### **Policy**

Facade and roof line articulation are required within multiple family complexes. Each unit should have a projection from the wall surface which can include ledges, balconies and window alcoves.

### **Policy**

Common laundry facilities shall be provided for the use of the residents.

### **Policy**

Storage areas shall be provided for each unit either within the unit or in locked common areas.

### **Policy**

All ground mounted mechanical equipment, including air conditioning and forced air units, shall be screened using an enclosure that matches the architectural design of the building. All roof mounted mechanical equipment shall be screened by a parapet wall that exceeds the height of the equipment.

### **Policy**

Lighting shall be provided to ensure the safety and comfort of those in the complex. A lighting plan, including location, height, type and brightness shall be provided to the City for review and approval.

### **Objective**

Commercial projects shall contain a level of design that provides for a pleasant and safe shopping experience.

### **Policy**

Structures should be located in a cluster surrounding a common plaza, where possible. When buildings cannot be clustered, amenities such as landscaping, pavement treatments and covered walkways shall be used to visually link the individual structures.



2000

The first part of the report is a summary of the work done in the last year. It covers the main areas of research and the results of the experiments. The second part is a detailed description of the work done in the last year. It covers the main areas of research and the results of the experiments.

2001

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2009

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2010

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2011

The thirteenth part of the report is a detailed description of the work done in the last year. It covers the main areas of research and the results of the experiments.

2012

The fourteenth part of the report is a detailed description of the work done in the last year. It covers the main areas of research and the results of the experiments.

### Policy

Entry statements shall be made at the entry driveways into a commercial center through the use of pavers, center medians, signage and landscaping.

### Policy

There shall be a clearly defined collector aisle that provides for through traffic within the parking lot that has limited conflict points.

### Policy

Reciprocal access and shared driveways may be required in order to provide a consistent and workable ingress and egress plan for a commercial area. Median breaks shall only be provided on a one quarter mile interval.

### Policy

Parking lots in commercial centers will be required to include a minimum of 15 percent of landscaping to include shade for parking cars and plantings adjacent to all building facades to soften the appearance of the building.

### Policy

Loading docks should be placed at the rear of buildings in order to more easily screen them from the public view. If the proposed loading dock is adjacent to a residential use, alternatives such as locating the loading dock on the side of the building, increasing the rear setback or additional screening shall be considered.

### Policy

Commercial centers shall have varied design features such as high levels of articulation for both facade and roof planes, breaking large facades with articulation, using covered walkways, varying the materials and textures to be used and using accent colors to add interest to buildings.

### Policy

Car wash facilities shall be oriented or screened so that the interior of the car wash is not directly visible to passing vehicles or to public areas.

### Policy

Layout of gasoline service stations may take on one of several basic orientations: pumps perpendicular to one street, L-shaped or diagonal (angled across property or angles between two streets).

### Policy

Auto service bays shall not be oriented to front upon a roadway.

### Policy

Hotels and motels should have a design that focuses on detail, articulation and the combination of materials and textures. Long linear rows of units and doorways served by a common walkway or balcony shall not be allowed.

### Objective

Industrial land uses shall have guidelines that facilitate the easy movement of people and goods while ensuring that activities do not infringe on the visual corridors of surrounding areas.

### Policy

Reciprocal access and shared driveways shall be required in order to provide a consistent and workable ingress and egress plan for an industrial area. Median breaks shall only be provided on a one quarter mile interval.

### Policy

Loading docks should be located at the rear of buildings in order to more easily screen them from the public view. If the proposed loading dock is adjacent to a residential use, alternatives such as locating the loading dock on the side of the building, increasing the rear setback or additional screening shall be considered.

### Policy

Articulation shall be provided on all sides of a building that are visible to public view.



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the integrity of the financial system and for the ability to detect and prevent fraud.

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### **Goal**

The City shall develop the proposed Entertainment Area based on a comprehensive Specific Plan and the economic concepts as presented by Harrison Price Company.

### **Objective**

Develop the Entertainment Area in accordance with the Entertainment Commercial land use designation.

### **Policy**

Develop the concept of a combined recreation and entertainment area which would carefully combine gaming facilities, recreation and entertainment.

### **Policy**

Enhance the casinos, lounges and attractions with:

- Landscaping and water features
- Hotels and restaurants
- Open space recreation areas and museums
- Sports stadium and athletic fields
- Fairgrounds

### **Policy**

Design the entrances to the entertainment area to reflect the design elements introduced and repeated throughout the General Plan.

### **Policy**

Improve the quality of life through the addition of public art throughout the Entertainment Area.

### **Policy**

Assure public access to facilities throughout the Entertainment Area through the dedication of public right-of-way and improvement of areas for public use.

### **Policy**

The City shall require dedication and improvement of waterways for the transportation of visitors within the Entertainment Area.

### **Policy**

The City shall design a typical segment of the waterway, stations, ticket booths and docks and shall adopt specifications to be used for their improvement.

### **Policy**

Develop quality ground transportation including rental cars, limousines and shuttles.

### **Policy**

Create signage of distinction and quality within and around the area to direct and introduce visitors to other areas of interest within the community.

### **Goal**

The City shall develop and implement the concept of The Sixth Street Downtown Commercial District.

### **Objective**

The City shall improve the Downtown as a commercial district through the use of various economic tools and rehabilitation.

### **Policy**

The development and redevelopment of the Sixth Street Downtown Commercial District should reflect the community's commitment to excellence and quality in both design and implementation.

### **Policy**

The Sixth Street corridor should be converted into an area enticing and attractive to pedestrians.



Page 1  
The first part of the report  
describes the background  
of the project and the  
methodology used.

Page 2  
The second part of the report  
describes the results of the  
study and the conclusions  
drawn from the data.

Page 3  
The third part of the report  
describes the discussion of the  
results and the implications  
for future research.

Page 4  
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describes the conclusions of the  
study and the recommendations  
for future research.

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Page 12  
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Page 13  
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for future research.

Page 14  
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describes the conclusions of the  
study and the recommendations  
for future research.

Page 15  
The fifteenth part of the report  
describes the conclusions of the  
study and the recommendations  
for future research.

## Policy

Existing businesses should be encouraged to upgrade through assistance, community support, and merchant groups for common advertising and marketing.

## Policy

A new emphasis on comfort and safety should be incorporated into development plans for the area.

## Goal

Design and develop The Plaza Mayor as a quality, authentic and properly scaled Plaza, similar to those found in Mexico.

## Objective

The City shall promote the concept of the Plaza Mayor.

## Policy

The Plaza Mayor concept shall be based on an open air, pedestrian oriented commercial area constructed around governmental buildings, park areas and landscaped public areas.

## Policy

The Plaza Mayor should be designed to become the thematic centerpiece of downtown redevelopment and shall be reminiscent of authentic plazas found in Mexico.

## Policy

The Plaza Mayor should be designed to cater to local residents, as well as tourists.

## Goal

Plan for and implement a Mexican Retail Village which brings Mexican goods to the Coachella Valley.

## Objective

The City shall promote the development of the retail market for Mexican goods.

## Policy

The location for the Mexican Retail Village should be chosen with regard to major commercial transport routes, passenger vehicle routes, and within easy access to a redesigned Thermal Airport.

## Policy

The Mexican Retail Village shall be visible from major freeways to aid in attracting tourists.

## URBAN DESIGN IMPLEMENTATION MEASURES

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Urban Design Element are presented on Figure 36, the City of Coachella Urban Design Element Implementation Measures.

- Implementation Measures - Includes a description of the action program and/or strategy which implements the infrastructure and public services development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



1. The first part of the document is a list of the names of the people who were present at the meeting. The names are listed in alphabetical order.

2. The second part of the document is a list of the topics that were discussed during the meeting. The topics are listed in alphabetical order.

3. The third part of the document is a list of the actions that were taken during the meeting. The actions are listed in alphabetical order.

4. The fourth part of the document is a list of the decisions that were made during the meeting. The decisions are listed in alphabetical order.

5. The fifth part of the document is a list of the recommendations that were made during the meeting. The recommendations are listed in alphabetical order.

6. The sixth part of the document is a list of the conclusions that were reached during the meeting. The conclusions are listed in alphabetical order.

7. The seventh part of the document is a list of the next steps that need to be taken. The next steps are listed in alphabetical order.

8. The eighth part of the document is a list of the people who were responsible for the next steps. The people are listed in alphabetical order.

9. The ninth part of the document is a list of the dates when the next steps are to be completed. The dates are listed in alphabetical order.

10. The tenth part of the document is a list of the people who were present at the meeting. The names are listed in alphabetical order.

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15. The fifteenth part of the document is a list of the conclusions that were reached during the meeting. The conclusions are listed in alphabetical order.

16. The sixteenth part of the document is a list of the next steps that need to be taken. The next steps are listed in alphabetical order.

17. The seventeenth part of the document is a list of the people who were responsible for the next steps. The people are listed in alphabetical order.

18. The eighteenth part of the document is a list of the dates when the next steps are to be completed. The dates are listed in alphabetical order.

19. The nineteenth part of the document is a list of the people who were present at the meeting. The names are listed in alphabetical order.

20. The twentieth part of the document is a list of the topics that were discussed during the meeting. The topics are listed in alphabetical order.

21. The twenty-first part of the document is a list of the actions that were taken during the meeting. The actions are listed in alphabetical order.

22. The twenty-second part of the document is a list of the decisions that were made during the meeting. The decisions are listed in alphabetical order.

**FIGURE 36**

**CITY OF COACHELLA URBAN DESIGN ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                                                                             | <b>Purpose</b>                                    | <b>Key Participants</b>                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Prepare design guidelines for each of the land use designations                                                                                            | To improve the aesthetics of the community        | City Council<br>Planning Commission<br>Planning Department<br>Colonias                                                           |
| Develop design criteria for general use throughout the City including transition areas, parkways and medians, sidewalks and parking lots                   | Establish guidelines for use in planning projects | City Council<br>Planning Commission<br>Planning Department                                                                       |
| Develop a program for the phaseout of all above grade utilities                                                                                            | To improve the aesthetics of the community        | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department<br>Imperial Irrigation District.            |
| Prepare a comprehensive update of the City's Sign Ordinance                                                                                                | To improve the aesthetics of the community        | City Council<br>Planning Commission<br>Planning Department                                                                       |
| Prepare guidelines for design techniques that deter graffiti and other forms of vandalism for use in new projects and in the retrofit of existing projects | To improve the aesthetics of the community        | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department<br>Code Enforcement                        |
| Prepare a Specific Plan for the development of the Entertainment Area and include provisions for the enhancement of the perception of safety               | To attract and retain visitors and residents      | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department<br>Police Department<br>Chamber of Commerce |





| Implementation Measures                                                                                                                                   | Purpose                                                                 | Key Participants                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|
| Prepare a plan to develop and implement the concept of the Sixth Street Downtown Commercial core area, including the formation of a downtown district     | Retain existing businesses, upgrade the area and attract new businesses | City Council<br>Planning Commission<br>Planning Department<br>Chamber of Commerce<br>C. V. Enterprise Zone Authority |
| Prepare a conceptual design for the development of the Plaza Mayor as a quality, authentic and properly scaled plaza, similar to those found in Mexico    | To stimulate economic development                                       | City Council<br>Planning Commission<br>Planning Department                                                           |
| Prepare a conceptual design for the development of the Mexican Retail Village, based on an authentic Mexican theme design as an international attraction. | To stimulate economic development                                       | City Council<br>Planning Commission<br>Planning Department                                                           |



|                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. The first step in the process of creating a new product is to identify a market need. This is done by conducting market research, which involves gathering information about the target market and its needs. This information is then used to develop a product concept that meets the needs of the target market.</p> | <p>2. The second step in the process is to develop a business plan. This plan outlines the company's goals, objectives, and strategies for achieving them. It also includes financial projections, such as sales and profit forecasts, and a description of the company's organizational structure.</p> | <p>3. The third step in the process is to secure financing. This involves obtaining the funds needed to start the business. There are several ways to do this, including borrowing from a bank, selling shares of stock, or seeking investment from venture capitalists.</p> | <p>4. The fourth step in the process is to develop a marketing plan. This plan outlines the company's strategies for promoting its products and services. It includes information about the target market, the competitive environment, and the company's marketing mix (product, price, place, and promotion).</p> | <p>5. The fifth step in the process is to launch the product. This involves getting the product into the hands of customers. This can be done through a variety of channels, including retail stores, direct sales, and online sales.</p> | <p>6. The sixth step in the process is to monitor and evaluate the product's performance. This involves tracking sales, customer feedback, and other key performance indicators. This information is then used to make adjustments to the product and the marketing plan as needed.</p> | <p>7. The seventh step in the process is to expand the product line. This involves developing new products that build on the success of the first product. This can be done by adding new features, creating new product lines, or entering new markets.</p> | <p>8. The eighth step in the process is to exit the business. This involves selling the company or its assets. There are several ways to do this, including selling to a third party, liquidating the assets, or selling the company's shares.</p> | <p>9. The ninth step in the process is to reflect on the experience. This involves thinking about what worked well and what didn't work. This information is then used to inform future business decisions.</p> | <p>10. The tenth step in the process is to celebrate the success. This involves acknowledging the hard work and dedication that went into creating the business. This can be done through a variety of ways, including a party, a trip, or a donation to a charity.</p> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|







# INFRASTRUCTURE & PUBLIC SERVICES ELEMENT

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The Infrastructure & Public Services Element of the Coachella General Plan identifies the providers and establishes policy for the provision of governmental services and utilities.

The improvement, construction, expansion and maintenance of public and private utilities and governmental services are necessary to continue to meet existing needs and future demands as the community grows.

## EXISTING SETTING

**Domestic Water Service** - The majority of the City's domestic water service is provided through the Coachella Municipal Water Department, while unincorporated areas are served by the Coachella Valley Water District (CVWD).

The primary source of water for the City of Coachella comes from deep groundwater aquifers ranging between 400 and 1,000 feet below the surface. The City owns and operates four wells and two reservoirs. The capacity of the system is 5.1 million gallons of storage and 5,000 gallons per minute (GPM) of water production from all wells.

The City of Coachella uses approximately 5.32 million gallons of water per day (MGD) for all nonagricultural uses including residential, commercial, and industrial development. This is based on the assumption of demand factors of 2,100 Gallons Per Day (GPD) for residential uses and 3,500 GPD for commercial and industrial uses. This accounts for only four percent of total water usage within the Planning Area. The existing water supply is adequate to serve existing residents and the system has the capacity to supply an additional 1.8 MGD.

**Irrigation Water** - Agricultural water usage is estimated at approximately 134.51 MGD within the Planning Area using a factor of 6.9 acre feet per year. Water provided for agricultural irrigation is delivered to the Coachella Valley via the All American Canal owned by the U.S. Bureau of Reclamation (USBR) and operated by the CVWD. An extensive system of agricultural irrigation lines, also owned by the USBR and operated by the

CVWD, deliver irrigation water from the canal to individual farms.

**Wastewater Collection & Treatment** - Several agencies provide sewer service within the Planning Area including the Coachella Sanitary District and the Valley Sanitary District within the incorporated area and the Coachella Valley Water District and Thermal Sanitary District in the unincorporated area.

The primary sewer provider within the incorporated City is the Coachella Sanitary District with the Coachella City Council acting as Board of Directors. The District operates a network of underground collection lines, a 30 acre domestic wastewater treatment facility located near Avenue 54 and Polk Street and a 12 acre agricultural washwater treatment facility located near Avenue 52 and Tyler Street. The domestic treatment facility has a capacity of 2.8 MGD, with a 1994 average daily flow of 1.9 MGD (68% capacity) while the agricultural washwater treatment facility has a peak month capacity of 175,000 GPD.

The Coachella Sanitary District also provides domestic treatment capacity to the Thermal Sanitary District, which is collected at a lift station and delivered by force main from Thermal to the Coachella Sanitary District domestic treatment facility. In 1994, the Thermal Lift Station was contributing approximately 150,000 GPD to the treatment plant.

Except for Thermal, sewer service to all unincorporated areas is handled by the Coachella Valley Water District. CVWD is capable of providing sewer collection and treatment services to all unincorporated areas south of the City via a system of force mains and a 5.8 MGD wastewater reclamation plant located at Avenue 62 and Fillmore Street. This plant treats a 1996 average flow of approximately 4.3 GPM (74% capacity). This plant is sited on 300 acres of land with an ultimate expansion capacity of 30 to 50 MGD.

**Stormwater Management** - Regional flood and drainage control is provided by the Coachella Valley Water District. CVWD operates the Coachella Valley Stormwater Channel which conveys regional flows through the Coachella area to the Salton Sea.





The East Side Dike, a second major drainage facility operated by CVWD, parallels the All American Canal protecting the canal and the Coachella area from storm flows originating in the Mecca Hills. Detention Channel No. 3 and the Avenue 52 Evacuation Channel act as spillways conveying stormwater from the Eastside Dike to the Coachella Valley Stormwater Channel.

Within the incorporated area, local drainage is the responsibility of the City of Coachella. Currently the City experiences periodic local flooding problems on downtown streets which contribute flows to Shady Lane and Avenue 53. The City has developed plans and is seeking funding to alleviate this condition. The City also is developing a drainage master plan to address the developed portion of the City and areas to the west.

Within the unincorporated area, which consists primarily of agricultural or undeveloped land, local drainage is the responsibility of Riverside County in conjunction with CVWD. CVWD maintains an extensive system of agricultural tile drains which return irrigation water to the Coachella Valley Stormwater Channel. In addition to this function, the tile drain system also serves to control some local surface drainage and to artificially lower Coachella's otherwise high water table. Areas of periodic localized flooding do occur within the unincorporated area, but, because of its rural and agricultural character, no master plans to accommodate urbanization have been developed to date.

**Natural Gas Service** - Natural gas service is provided to the city by the Southern California Gas Company.

Three regional natural gas transmission pipelines cross the Planning Area via an easement adjacent to the power line corridor through the Mecca Hills. These include Lines 2000 and 2001, both 30 inch lines; and Line 2051 which is a 36 inch line.

Two major petroleum transmission pipelines cross the Planning Area within an easement adjacent to the Southern Pacific railroad tracks. These are high pressure lines, one being 12 inches in diameter and the other 20 inches in diameter, which run from Texas to San Pedro, California.

**Electric, Telephone, and Cable Television Service** - Other utilities that provide service to the City include electrical power, telephone and cable television services.

Electrical service is provided by the Imperial Irrigation District, a Special Governmental District, which is regulated by the Coachella City Council acting as Public Utilities Commission. The Imperial Irrigation District provides electricity generated by a steam plant in El Centro and hydroelectric power generated by the All American Canal. Substations within the Coachella Planning Area include the Coachella Valley Substation at Avenue 52 and Pierce Street, the Coachella City Substation at Avenue 52 and State Highway 111, the Avenue 52 Substation at Avenue 52 and Tyler Street, and the Thermal Substation at State Highway 111 and Avenue 50.

Southern California Edison operates a major transmission corridor in the Mecca Hills located north of the All American Canal. There are three regional overhead transmission lines within this corridor. One 230 Kv line is owned by the Imperial Irrigation District. The other two lines, 220 Kv and 500 Kv, are owned by Southern California Edison. Edison transmits power from a nuclear plant in Arizona via the 500 Kv line and from a Metropolitan Water District plant at Desert Center, California via the 220 Kv line. Plans call for additional transmission lines within this corridor in the future.

The purveyor of local telephone service is General Telephone Company while long distance telephone service is provided via AT&T lines through multiple private providers.

U. S. West Cable Company operates the cable television system under franchise from the City of Coachella. The franchise governs where cable television service must be provided. U. S. West Cable Company plans to upgrade the existing cable system by the end of 1997 to increase the existing 54 channels to 116 and to lay fiber optic cable as a platform to support future telephony, high speed data and interactive television services.

**Solid Waste Disposal** - The City of Coachella currently contracts with Western Waste Industries (WWI), a private waste hauling company, for solid waste collection and disposal services. Municipal solid waste generated in the City is currently disposed of at the Coachella Landfill, operated by the County of Riverside, located on Avenue 44 just east of the City limits. The Coachella Landfill is scheduled for closure in December, 1996. After that time, it is expected that the Edom Hill Landfill, located on Varner Road in Cathedral City will be used until its projected closure date in the year 2001.





The City of Coachella adopted the Source Reduction & Recycling Element and the Household Hazardous Waste Element in 1991. These are regional plans led by the Innovative Waste Management Board.

**Law Enforcement** - Police protection for the City is provided by the Coachella Police Department located at 1280 Grapefruit Boulevard. Police force personnel currently include 27 sworn police officers and 9 non-sworn employees. Based on a City population of 21,038 (Dept of Finance, January 1996) the present ratio of police officers to City residents is 1.28 per 1,000 residents, meeting the standard of 1.3 officers per 1,000 population. In addition to traditional law enforcement functions, the Police Department is also responsible for Code Enforcement and Animal Control.

**Fire Protection** - The Coachella Fire Department provides fire protection and emergency medical services under a cooperative agreement with the Riverside County Fire Department. The City of Coachella operates Fire Station No. 79 at 1377 Sixth Street within the incorporated City limits. This station is equipped with two Type 1 engines, one 3,000 gallon water tender and one mini-pumper squad vehicle which are leased by the County. Staffing allocation at the station consists of one Battalion Chief, one Fire Captain, four Engineers and two Level II Firefighters, and a volunteer staff of 25. Areas within a one mile radius of the station, including most of the existing City, have a response time of two minutes while areas within a two to five mile radius have a response time of three to five minutes.

Two other existing stations are proximate to Coachella. These include Station No. 39, located outside the existing city limits at the Thermal Airport and Station No. 70 located at Avenue 54 and Madison Street in La Quinta. Through its Regional Fire Service System, the City of Coachella receives an immediate response from the outlying stations, including personnel and equipment for any major event or multiple events that may occur within the City.

The existing goal of the Fire Department is to provide service to all areas within Coachella utilizing a 1.5 mile service radius as defined by National Fire Protection Association (NFPA) Standards. Service areas outside the 1.5 mile radius receive service under the Regional Fires Service System of the Riverside County Fire Department. The targeted response time is five minutes or less. Targeted standard of personnel per 1,000 population

is 2.0. The City Fire Protection Systems currently meet these goals under the County Fire Regional System. The Insurance Services Office (ISO) public protection class rating is 4. Ambulance Service is provided by private companies.

**Emergency Preparedness** - The present contract with the Riverside County Fire Department includes emergency services coordination responsibilities through the Emergency Services Division. These services provide an annual review of the City's Emergency Plan and the Multi-Hazard Functional Plan which was last adopted in October, 1992 by the City Council. In addition to the above, the Emergency Services Division provides Management Training and an annual Disaster Preparedness Drill.

**Health Care** - Several health care facilities are available to serve the medical needs of Coachella's residents. The JFK Santa Rosa Del Valle Medical Group provides health care services from clinic offices on Sixth Street in downtown Coachella. Hospital services are provided at the John F. Kennedy Memorial Hospital, a 130 bed hospital facility located in Indio approximately four miles northwest of Coachella. JFK Memorial Hospital typically operates at a capacity of 60% most of the year with a high of 80% during peak season months.

**City Administration** - City of Coachella offices are located at 1515 Sixth Street and house the City Administrative Offices, Finance, Planning, Engineering and Building Departments. City facilities contain 5,500 total square feet of floor area and are adequate to meet existing City administrative needs.

**Public Education** - Kindergarten through twelfth grade public education within the Planning Area is provided primarily by the Coachella Valley Unified School District. CVUSD operates five elementary schools, one combined elementary and middle school, one middle school and one high school in the Coachella area. Elementary and middle schools are currently 2% over capacity while high school facilities are approximately 38% over capacity. The CVUSD has experienced an annual student growth rate of approximately 5.2% since 1980 while a slightly slower annual growth rate of 3.3% is projected by a recent District survey.

In addition to the CVUSD, the service area boundary of the Desert Sands Unified School District (DSUSD) covers portions of the sparsely populated, northern Planning Area. DSUSD maintains no school facilities within the Planning





Area but does receive some small contribution of students that attend DSUSD schools from the northern Planning Area.

Higher education needs are met through the Community College System and State Colleges and Universities System. The College of the Desert has a campus in Palm Desert. The State Colleges and Universities System offers several programs on campuses in the area through California State University, San Bernardino Extension.

**Public Library** - The City is served by a public library located in the downtown area at 1538 Seventh Street which is administered by the Riverside City and County Public Library. The existing facility is a converted church building which contains approximately 3,000 square feet and houses approximately 28,300 volumes. The County utilizes an unadopted standard of 0.5 square feet per capita and 1.2 volumes per capita to serve the City. Based on this standard, the City is currently underserved with regard to library facilities but exceeds the necessary minimum number of volumes.

## **SUMMARY OF KEY PLANNING ISSUES**

The key issues that face governmental agencies providing public services include preparing and maintaining current master plans that identify the current needs and facilities, identify the needed improvements to bring the current facilities up to standard and to identify future needs and improvements. The importance of these public services are to ensure and promote the health, safety and general welfare of the community.

An even larger challenge is the financing and funding component of these plans. The dilemma that faces local government is the shifting of secure revenues from the public agency to the state and the substitution with reduced revenues that fluctuate with the economy.

Legislation and voter initiatives have caused reduced property tax bases, frozen property taxes, an appropriations limit, requirements for 2/3 voter approval of new or increased taxes and increased requirements for the imposition of new development fees. This changed environment requires creative solutions to meet the challenges of the future.

## **INFRASTRUCTURE & PUBLIC SERVICES VISION STATEMENT**

The essence of Coachella's vision for infrastructure and public services is captured in the following statement.

The provision of public services and the development of the infrastructure necessary to support the community is dependent upon our ability to meet the increasing needs and projected growth with diminishing revenues.

## **RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS**

The Infrastructure & Public Services Element is one of thirteen elements in the Coachella General Plan. The Infrastructure & Public Services Element addresses the provision of public services that are necessary to support the projected growth. The projected growth is based upon the Land Use Policies & Diagram as illustrated in Figure 10. The ability to provide those services should be consistent with the projected buildout. The goals, objectives and policies within this element shall relate directly to, and shall be consistent with all other General Plan Elements.

## **OVERVIEW OF THE INFRASTRUCTURE & PUBLIC SERVICES POLICY DIAGRAM**

The development policies and standards described in the Infrastructure Policy Diagram and Public Services Policy Diagram are the basis for Figures 37 and 38, respectively.



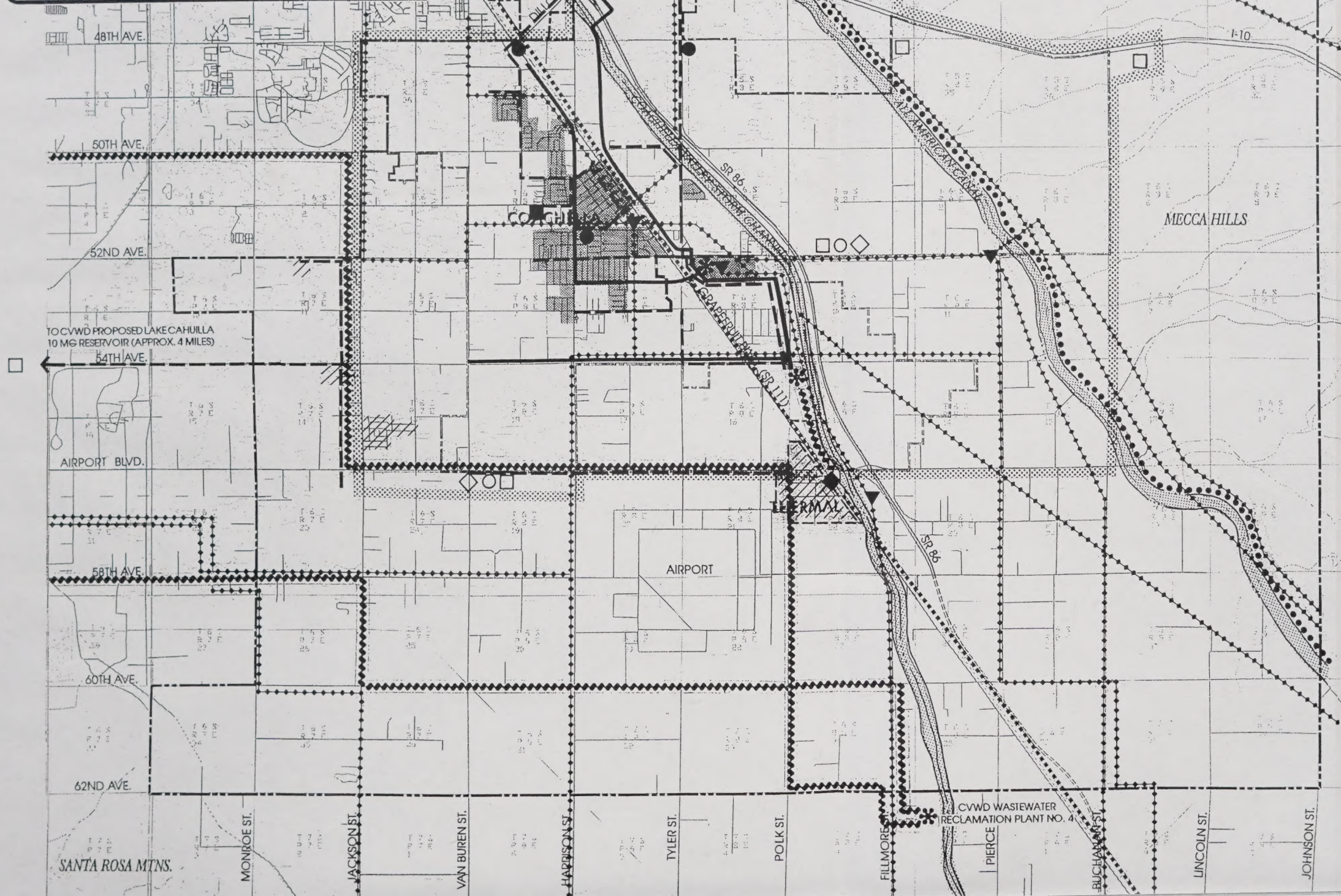




The Incorporated City of Coachella receives water service from the Coachella Municipal Water Dept. & receives sewer service from the Coachella Sanitary District (CSD) and the Valley Sanitary District (VSD).

The unincorporated community of Thermal receives sewer service from the Thermal Sanitary District which, in turn, obtains treatment capacity from the CSD Treatment Plant.

Sewer and water service to unincorporated areas is otherwise provided by the Coachella Valley Water District (CVWD). CVWD also maintains an extensive system of agricultural tile drains within the area.



## Infrastructure Policy Diagram

- Area within City sewer, water & drainage Master Plans
- Areas which receive City sewer and/or water service
- Areas which receive CVWD sewer and/or water service
- Thermal Sanitary District

### Potable Water Facilities

- Canal
- Trunk Line
- Reservoir
- Well
- Booster Station

### Sanitary Sewer Facilities

- Trunk Line
- Force Main
- Treatment Plant
- Lift Station

### Stormwater Facilities

- Channel
- Dike
- Storm Drain

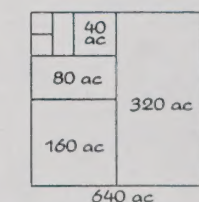
### Electrical Facilities

- Transmission Powerline (92KV or more)
- Substation

### Natural Gas Facilities

- Transmission Pipeline

Note: Hollow symbols indicate proposed facilities



Source:  
NBS Lowry  
City of Coachella  
CVWD  
Imperial Irrigation District

Feet  
0 3000 6000 9000  
Smith, Paron & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-3 Palm Springs, CA 92262

Figure 37







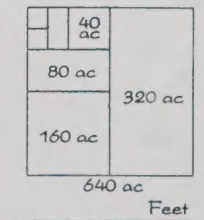


# Public Services Policy Diagram

- Law Enforcement Facilities
- Fire Protection Facilities
- Postal Facilities
- Public Education Facilities  
(1. Elementary, 2. Middle School, 3. High School)
- Health Care Facilities
- Municipal Facilities  
(1. City Hall, 2. City Yard, 3. Chamber of Commerce)
- Library Facilities
- Airport Facilities
- Cemetery Facilities

NOTE: Hollow symbols represent proposed facilities

Source:  
City of Coachella  
Smith, Peroni & Fox



0 3000 6000 9000  
Feet  
Smith, Peroni & Fox, Planning Consultants, Inc.  
825 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

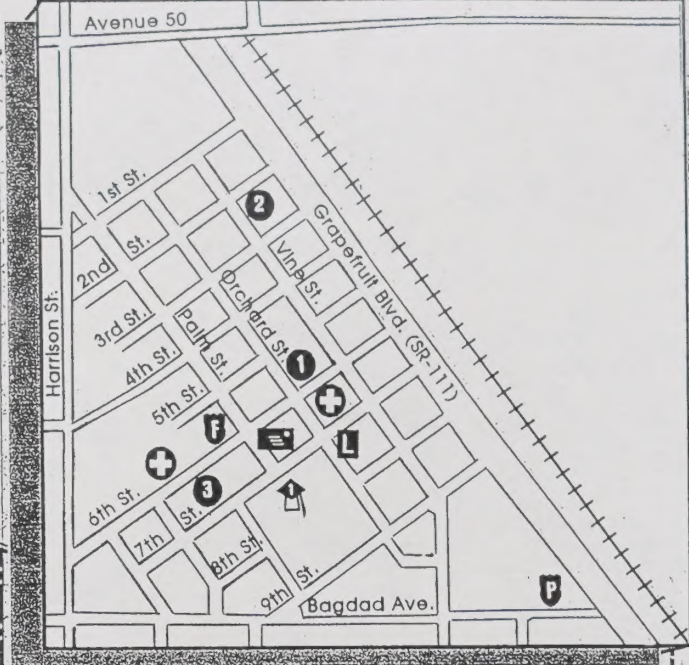
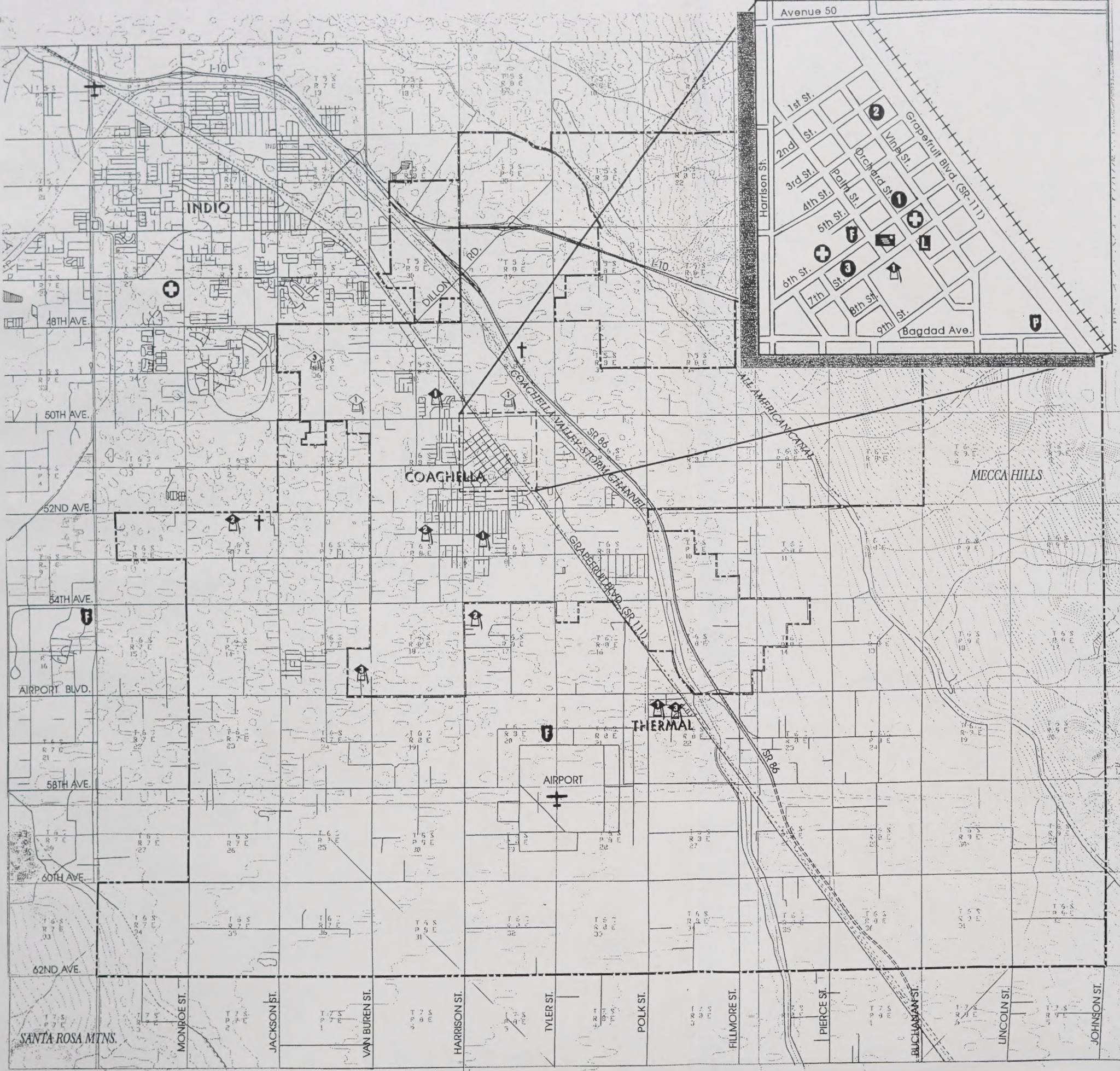


Figure 38





## **INFRASTRUCTURE & PUBLIC SERVICES ELEMENT GOALS, OBJECTIVES AND POLICIES**

The City of Coachella's official development policies related to infrastructure and public services are presented below. In the context of this General Plan, development policies include goals, objectives and policies as defined in the Introduction.

### **Goal**

The City shall ensure the provision of public and private utilities to meet current and future demand.

### **Objective**

The City shall provide adequate water supplies and facilities needed to meet current demand and future development.

### **Policy**

The City shall adopt and maintain a Water Master Plan with defined infrastructure and facilities, capital improvement schedules and funding sources.

### **Policy**

The City shall establish connection fees to ensure that all development has adequate infrastructure for the provision of water and real property shall be dedicated when new water facilities are required to serve a development.

### **Policy**

The City shall encourage water conservation efforts and the use of reclaimed water in coordination with the CVWD.

### **Policy**

The City shall cooperate with CVWD and other agencies to develop groundwater replenishment programs which will ensure viability of the groundwater aquifer in the lower Whitewater basin.

### **Policy**

The City shall develop standards for the location and design of domestic water facilities, such as pump stations, well sites and water reservoirs.

### **Policy**

The City shall coordinate with CVWD and other appropriate agencies to evaluate the feasibility of pumping perched groundwater or other sources for filling and maintaining recreational water features within the Entertainment Area.

### **Policy**

The City shall utilize a variety of means to ensure that an adequate supply of water is available for the creation and maintenance of water features within the City's proposed Entertainment Area.

### **Policy**

The City shall develop a water source plan and obtain necessary approvals from all water resource agencies before construction of any water features in the Entertainment Area.

### **Objective**

The City shall provide adequate sewage collection and treatment facilities needed to meet current demand and future development.

### **Policy**

The City shall adopt and maintain a Sewer Master Plan with defined infrastructure and facilities, capital improvement schedules and funding sources.

### **Policy**

The Coachella Sanitary District shall establish connection fees to ensure that all development has adequate infrastructure for a wastewater collection and treatment system.



The first part of the report is a general overview of the project. It describes the objectives, scope, and methodology of the study. This section provides a clear understanding of what the research is about and how it was conducted.

The second part of the report is a detailed analysis of the data. It discusses the results of the study and interprets their meaning. This section is the core of the report and provides the evidence needed to support the conclusions.

The third part of the report is a conclusion and recommendations. It summarizes the findings of the study and provides suggestions for future research. This section is the final part of the report and provides a clear statement of the research's outcomes.

The fourth part of the report is a list of references. It includes all the sources used in the study, such as books, articles, and websites. This section is essential for providing context and credibility to the research.

The fifth part of the report is an appendix. It contains additional information that is not included in the main body of the report, such as raw data, detailed calculations, and supplementary figures. This section provides a more complete picture of the research process.

The sixth part of the report is a glossary. It defines the key terms and concepts used in the study, ensuring that the reader has a clear understanding of the language used. This section is particularly useful for technical or specialized research.

The seventh part of the report is a list of figures and tables. It provides a visual representation of the data and results, making it easier to understand complex information. This section is an important part of the report and helps to communicate the findings effectively.

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## Policy

The City shall manage flood control facilities in accordance with local, state and federal guidelines.

### Objective

The City shall utilize alternative means to maintain and enhance surface water quality for the benefit of all Coachella residents and businesses.

## Policy

The City shall continue its participation in the National Pollutant Discharge Elimination System (NPDES) stormwater program with associated monitoring and management practices for reducing pollutants for both the municipal storm sewer system as well as the City's wastewater treatment plants.

## Policy

The City shall require appropriate development projects to comply with NPDES construction requirements.

## Policy

The City will encourage compliance with NPDES requirements by appropriate industries within the City's jurisdiction.

### Objective

The City shall ensure the adequate provision of private utilities to serve the needs of the community.

## Policy

The City shall coordinate with the appropriate utility purveyors to ensure the delivery and accessibility of necessary utilities to serve the community.

## Policy

The City shall coordinate with the electrical utilities regarding the location of future high voltage corridors and the effects produced by high voltage electrical facilities in power corridors and electrical substations.

## Policy

The City shall evaluate alternative energy sources.

## Policy

The City shall explore methods to achieve the undergrounding of existing overhead electrical lines, less than 12.5 kilovolts.

## Policy

The City shall coordinate with the appropriate utility purveyors to develop standards for the location and design of natural gas, electrical and telecommunications facilities where such improvements are visible along street frontages.

## Policy

The shared use of major transmission corridors and other appropriate measures shall be encouraged as a means of preserving the aesthetic resources of the City and to lessen the visual impacts of such development. The City shall work with the appropriate agencies in developing these corridors for recreational use.

### Objective

The City shall promote programs to divert and reduce solid waste generated in Coachella.

## Policy

The City shall coordinate with the solid waste hauler to provide economical and environmentally safe collection, transfer and related waste management services.





## Policy

The City shall coordinate with the Riverside County Waste Management Department, Coachella Valley Association of Governments (CVAG) and the solid waste hauler to achieve the programs as established in the Source Reduction & Recycling Element and the Household Hazardous Waste Element to maximize the extended use of existing landfills serving the City.

## Policy

The City shall continue to coordinate with the solid waste hauler to sponsor Community Clean Up Days to improve the community.

## Goal

The City shall ensure the provision of adequate law enforcement and fire protection.

## Objective

The City shall ensure that adequate police services are provided within the community.

## Policy

The City shall achieve a high standard of police protection to adequately serve the City at full buildout to a standard of 1.3 sworn officers per 1,000 population.

## Policy

The City shall develop anti-crime programs and implement them through coordination with schools, colonias, churches and other governmental agencies.

## Policy

The City shall explore innovative options of funding additional sworn officers, support staff and equipment through the use of federal and state grants.

## Objective

The City shall ensure that adequate fire protection and emergency medical services are provided within the community.

## Policy

The City shall achieve a high standard of fire protection to adequately serve the City at full buildout. The targeted standard of personnel per 1,000 population is 2.0. The targeted response time is five minutes or less. The service standard is to provide fire protection within a 1.5 mile radius from the fire stations.

## Policy

The City shall periodically review the Riverside County Fire Protection Plan under which contract service is provided.

## Policy

The City shall ensure the provision of adequate water pressure, fire hydrants and automatic sprinkler devices to suppress fires in the City.

## Policy

The City shall evaluate the need for additional stations in Coachella.

## Policy

For development in areas with 10 percent or greater slopes, special on-site fire protection measures shall be specified during project review to reduce the potential fire hazard.

## Policy

The City and Riverside County Fire Department shall promote public awareness of fire and emergency procedures by expanding existing and developing new public fire safety and emergency life support education programs.



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### **Goal**

The City shall encourage a high quality of educational, governmental and community service facilities.

### **Objective**

The City shall coordinate with appropriate agencies to provide adequate schools, libraries and community facilities.

### **Policy**

The City shall encourage a diverse range of medical service facilities including hospitals, urgent care facilities, convalescent homes and offices.

### **Policy**

The City shall coordinate with the school districts to provide an adequate number of elementary, middle and high schools. The City shall coordinate with the school districts in the assessment of the impacts of new development on the existing public educational facilities.

### **Policy**

The City shall require the dedication of real property, based on the master plan of the applicable school district, for the provision of necessary public educational facilities. Development fees may be required in addition to or as a substitution for this requirement.

### **Policy**

The City shall promote community college, college and graduate level classes in local facilities or as satellite classes to provide educational opportunities that are accessible to City residents.

### **Policy**

The City shall coordinate with the Riverside City and County Library System to provide local library services at a minimum standard of 0.5 square feet and 1.2 volumes per 1,000 population.

### **Policy**

The City shall ensure that adequate public meeting space and facilities are provided for use by the community.

### **Objective**

The City shall ensure that adequate municipal governmental facilities are provided.

### **Policy**

The City shall identify public building space needs and provide the necessary space and facilities for efficient operation of the City.

### **Policy**

The City shall prepare a Capital Improvement Program (CIP) to identify needed improvements. In addition, the CIP shall identify zones related to improvements and the nexus required for the imposition of development fees.

## **INFRASTRUCTURE & PUBLIC SERVICES IMPLEMENTATION MEASURES**

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Infrastructure & Public Services Element are presented on Figure 39, the City of Coachella Infrastructure & Public Services Element Implementation Measures.

- **Implementation Measure** - Includes a description of the action program and/or strategy which implements the infrastructure and public services development policies.
- **Purpose** - Identifies the intent and purpose of accomplishing the implementation measure.
- **Key Participants** - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



The first step in the process of creating a new product is to identify a market need. This is often done through market research, which can be conducted in a number of ways, including surveys, focus groups, and interviews.

### Product Development

Once a market need has been identified, the next step is to develop a product that meets that need. This involves a number of steps, including concept development, prototyping, and testing.

### Marketing

Once a product has been developed, the next step is to market it. This involves a number of steps, including developing a marketing plan, creating promotional materials, and launching the product.

### Sales

Once a product has been marketed, the next step is to sell it. This involves a number of steps, including finding distributors, setting prices, and managing the sales process.

### Customer Support

Once a product has been sold, the next step is to provide customer support. This involves a number of steps, including answering customer questions, resolving complaints, and providing technical assistance.

Customer support is an important part of the product lifecycle, as it helps to build customer loyalty and ensure that customers are satisfied with their purchase.

There are a number of ways to provide customer support, including phone support, email support, and live chat support.

It is important to choose the right support channel for your product and to ensure that your support team is well-trained and equipped to handle customer inquiries.

The second step in the process of creating a new product is to develop a concept. This involves brainstorming ideas and selecting the most promising one.

### Concept Development

Once a concept has been selected, the next step is to develop a detailed plan for the product. This involves defining the product's features, benefits, and target market.

### Prototyping

Once a detailed plan has been developed, the next step is to create a prototype of the product. This allows you to test the product and make any necessary adjustments.

### Testing

Once a prototype has been created, the next step is to test the product. This involves conducting a series of tests to evaluate the product's performance, reliability, and safety.

### Launch

Once a product has been tested and approved, the next step is to launch it. This involves creating a marketing plan, setting prices, and distributing the product.

### Post-Launch

Once a product has been launched, the next step is to monitor its performance. This involves tracking sales, customer feedback, and market trends.

### Conclusion

The product lifecycle is a continuous process that involves a number of steps, from concept development to post-launch monitoring. By following these steps, you can ensure that your product is successful in the market.

**FIGURE 39**

## CITY OF COACHELLA INFRASTRUCTURE & PUBLIC SERVICES ELEMENT IMPLEMENTATION MEASURES

| Implementation Measures                                                                                                                                                                                                                                  | Purpose                                                                       | Key Participants                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Prepare and adopt a Water Master Plan for the City of Coachella                                                                                                                                                                                          | Establish existing conditions, needed improvements and financing strategy     | City Council<br>Engineering<br>Planning Department                                                                                                          |
| Prepare and adopt a Sewer Master Plan for the City of Coachella                                                                                                                                                                                          | Establish existing conditions, needed improvements and financing strategy     | City Council<br>Engineering<br>Planning Department                                                                                                          |
| Prepare and adopt a Drainage Master Plan for the City of Coachella                                                                                                                                                                                       | Establish existing conditions, needed improvements and financing strategy     | City Council<br>Engineering<br>Planning Department                                                                                                          |
| Adopt the proposed Disaster Preparedness Plan, prepared in 1992                                                                                                                                                                                          | Provide a plan for conduct of public services during and following a disaster | City Council<br>Police Department<br>Riverside County Fire                                                                                                  |
| Coordinate the formation of Improvement Districts to replace inadequate public facilities                                                                                                                                                                | Finance needed upgrades of public infrastructure                              | City Council<br>City Manager<br>Engineering Department                                                                                                      |
| Revise and update the Capital Improvements Program and the necessary backup material for the imposition of development fees for regional streets, bridges, traffic signals, bus stop facilities, parks, water & sewer capacity and drainage improvements | Finance regional facilities whose need is created by new development          | City Council<br>Planning Commission<br>City Manager<br>Engineering Department<br>Planning Department                                                        |
| Prepare a plan that evaluates the feasibility of providing recreational water features within the Entertainment Area                                                                                                                                     | Provide waterways for recreation and transportation in the Entertainment Area | City Council<br>Planning Commission<br>Engineering Department<br>Planning Department<br>Coachella Valley Water District<br>C. V. Recreation & Park District |



|                          |                             |                          |                         |                      |                       |
|--------------------------|-----------------------------|--------------------------|-------------------------|----------------------|-----------------------|
| 1. Introduction          | 2. Background               | 3. Methodology           | 4. Results              | 5. Discussion        | 6. Conclusion         |
| 7. References            | 8. Appendix                 | 9. Glossary              | 10. Bibliography        | 11. Index            | 12. Summary           |
| 13. Acknowledgments      | 14. Declaration of Interest | 15. Conflict of Interest | 16. Funding             | 17. Ethics Statement | 18. Data Availability |
| 19. Author Contributions | 20. Correspondence          | 21. Contact Information  | 22. Reprints            | 23. Permissions      | 24. Copyright         |
| 25. Open Access          | 26. Peer Review             | 27. Publication Details  | 28. Journal Information | 29. Volume and Issue | 30. Page Numbers      |
| 31. Keywords             | 32. Abstract                | 33. Introduction         | 34. Methods             | 35. Results          | 36. Discussion        |
| 37. Conclusion           | 38. References              | 39. Appendix             | 40. Glossary            | 41. Bibliography     | 42. Index             |
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| 85. Open Access          | 86. Peer Review             | 87. Publication Details  | 88. Journal Information | 89. Volume and Issue | 90. Page Numbers      |
| 91. Keywords             | 92. Abstract                | 93. Introduction         | 94. Methods             | 95. Results          | 96. Discussion        |
| 97. Conclusion           | 98. References              | 99. Appendix             | 100. Glossary           | 101. Bibliography    | 102. Index            |

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| Implementation Measures                                                                                                                                                                                                                                                                                                    | Purpose                                                                                                                            | Key Participants                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| City shall prepare a plan that identifies illegal on-site wells and wastewater systems and to abate those systems                                                                                                                                                                                                          | Assure quality water source and mandate connection to sewer service to ensure that health standards are met                        | City Council<br>Building Department<br>Engineering Department<br>Code Enforcement                                                          |
| City shall evaluate the feasibility of providing tertiary treatment of wastewater and the provision of reclaimed water                                                                                                                                                                                                     | Conserve domestic water supplies                                                                                                   | City Council<br>Engineering Department                                                                                                     |
| City shall coordinate with Coachella Valley Water District and Federal Emergency Management Agency to remove remnant areas of 100-year flood plain from the Flood Insurance Rate Map where no true flood hazard exists and to delineate the City's 100-year flood plain in areas outside of FEMA's current limits of study | Appropriately designate areas of the City related to flood hazards                                                                 | City Council<br>Engineering Department<br>Coachella Valley Water District<br>Federal Emergency Management Agency<br>Army Corp of Engineers |
| Prepare a Feasibility Study to evaluate the potential to utilize geothermal energy                                                                                                                                                                                                                                         | Provide alternate sources of energy                                                                                                | City Council<br>Planning Department<br>Imperial Irrigation District                                                                        |
| Prepare a City Implementation Program for the Source Reduction and Recycling Element and Household Hazardous Waste Element                                                                                                                                                                                                 | Accomplish AB939 and achieve a 25 percent and 50 percent waste diversion in the City's waste stream by 1995 and 2000, respectively | City Council<br>All City Departments<br>Colonias<br>CVAG<br>Riverside County                                                               |
| City shall coordinate with Imperial Irrigation District to identify and plan for the extension of transmission lines and construction of new substations                                                                                                                                                                   | Assure needed facilities are available and are located in the most aesthetically pleasing manner                                   | City Council<br>Planning Department<br>Imperial Irrigation District<br>General Telephone Company                                           |
| Develop and implement Anti-Crime Programs                                                                                                                                                                                                                                                                                  | Reduce the amount of crime committed in the City                                                                                   | Coachella Police Dept<br>Colonias<br>CVUSD<br>DSUSD<br>CVRPD                                                                               |
| Identify site for new police station                                                                                                                                                                                                                                                                                       | Provide adequate facilities to provide service                                                                                     | City Council<br>Police Department                                                                                                          |



|                                                                                                             |                                                                                                        |                                                                                   |                                                                                       |                                                                                       |                                                                                    |                                                                       |                                                                                          |                                                                 |                                                                                 |
|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------|---------------------------------------------------------------------------------|
| 1. The first part of the text discusses the importance of maintaining accurate records of all transactions. | 2. This section describes the various methods used to collect and analyze data from different sources. | 3. The following table provides a summary of the key findings from the study.     | 4. The results of the experiment are presented in the following graphs and charts.    | 5. The final conclusion of the study is that the proposed method is highly effective. | 6. The authors would like to thank the funding agency for their support.           | 7. The data for this study was collected over a period of six months. | 8. The study was conducted in accordance with the ethical guidelines of the institution. | 9. The authors have no conflicts of interest to declare.        | 10. The full text of the paper is available for download at the following link. |
| 11. The study was designed to investigate the effects of different factors on the outcome.                  | 12. The results show a significant correlation between the variables studied.                          | 13. The data indicates that the proposed method is superior to the existing ones. | 14. The findings suggest that the proposed method can be applied in various contexts. | 15. The study was limited by the sample size and the duration of the experiment.      | 16. The authors plan to conduct further research to validate the findings.         | 17. The study was funded by the National Science Foundation.          | 18. The authors are grateful to the participants for their contribution to the study.    | 19. The study was published in the Journal of Applied Research. | 20. The authors are available for contact at the following email address.       |
| 21. The study was conducted in a controlled environment to ensure accuracy.                                 | 22. The results of the study are consistent with previous research in the field.                       | 23. The data shows that the proposed method is highly reliable and accurate.      | 24. The findings of the study have important implications for the field.              | 25. The study was limited by the lack of control over certain variables.              | 26. The authors would like to acknowledge the helpful comments from the reviewers. | 27. The study was conducted in a laboratory setting.                  | 28. The authors are grateful to the funding agency for their support.                    | 29. The study was published in the Journal of Applied Research. | 30. The authors are available for contact at the following email address.       |
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| Implementation Measures                                                                                                                         | Purpose                                                                                                          | Key Participants                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| Identify sites for additional Fire Stations to meet the standards for provision of service                                                      | Provide adequate facilities, response times and reduced fire insurance premiums for citizens and building owners | City Council<br>Riverside County Fire Department                 |
| Provide sworn police officers in an adequate manner to meet the standard of 1.3 sworn officers per 1000 population and support staff as needed  | Protect the citizens of Coachella                                                                                | City Council<br>City Manager<br>Police Department                |
| Provide firefighters in an adequate manner to meet the standard of 2.0 personnel per 1000 population                                            | Protect the citizens of Coachella                                                                                | City Council<br>City Manager<br>Riverside County Fire Department |
| Emergency Medical Services provided to the community need to be analyzed to determine their adequacy and alternate methods of meeting the needs | Protect the citizens of Coachella                                                                                | City Council<br>City Manager<br>Riverside County Fire Department |
| City shall promote the provision of adequate educational, library and community facilities in Coachella                                         | Assure quality of life for the citizens of Coachella                                                             | City Council<br>City Manager<br>Colonias<br>School Districts     |











# CONSERVATION ELEMENT

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The Conservation Element of the Coachella General Plan identifies and establishes the City's policy for the conservation, development and utilization of natural resources.

## EXISTING SETTING

**Topographic Resources** - The Mecca Hills are located in the southeastern quadrant of the Planning Area and cover approximately 30% of the Planning Area's total land area. These hills are not a dominant visual feature as are the Santa Rosa Mountains to the west. They do, however, provide an interesting visual backdrop to the community.

**Geologic Resources** - In terms of geologic formations and the geologic record, the Mecca Hills are very important to the worldwide geological community. The San Andreas Fault runs through the Planning Area along the base of the Mecca Hills and includes the Bishop ash bed located near the Mecca Hills Wilderness Area. Geologic field trips frequent this site as a prime viewing stop. Also of functional significance is the clay layer which underlies the valley floor around Coachella causing the presence of a perched water table throughout the area.

**Archaeological Resources** - The Desert Cahuilla Indians inhabited the Planning Area in prehistoric and historic time from the Coachella Valley as far south as the Salton Sea. These peoples had many villages throughout the Coachella Valley, subsisting on a variety of planted crops as well as hunting and gathering. Unlike many areas where water is limited to mountain streams or springs, water was present in Coachella at the surface of the valley floor due to a perched water table. Consequently, water could be obtained through hand dug wells and evidence of Native American settlement and activity is plentiful throughout the valley floor. In the Mecca Hills, numerous Indian trails have been recorded, testament to the Native tradition of long distance travel and communications with neighboring bands.

Archaeological surveys conducted within the Planning Area have identified numerous archaeological sites. The majority of sites contain scatters of pottery fragments, chipped stone, fire-affected rock and burned animal bone, typical detritus from Indian occupation. More significant

are a handful of Indian cremation sites which have been found. These are potentially sensitive and of great importance to Native Indians today. Archaeological sites range in size and significance from a small scatter of pottery shards to remains of major villages. Non-Indian sites are also recorded as scatters of old building materials and features with varying degrees of significance.

**Historic Resources** - The first settlers of the Coachella Valley and what is presently the City of Coachella appear to be the Cahuilla Indians who lived a semi-settled existence beside ancient Lake Cahuilla (once covering most of the valley) approximately 500 to 600 years before the first Anglo expedition to the area in 1853. In later years after Lake Cahuilla dried up, the Cahuilla Indians formed various subgroups settling at the base of mountains and within the mountains where springs were available. The Desert Cahuilla settled in the Coachella area subsisting on a variety of planted crops.

With the discovery of gold along the Colorado River, the Southern Pacific Railroad built a rail line through the Coachella Valley with the first train running through in 1876. Around the turn of the century, Coachella had become a railroad community which attracted Anglo settlers after the railroad drilled artesian wells, promoted agricultural opportunities and established the town site. Soon after, hotels, a school, an ice plant and various other businesses were established. Mexican immigrants also began to settle in the area, establishing farms, working as farm laborers or in other occupations. By the 1920's, Coachella was the center of valley commerce.

Coachella's history between 1911 and 1920 included the conveyance of electrical lines to the area and establishment of an official Chamber of Commerce. By 1930, the first fire station had been built and natural gas lines extended to Coachella. Incorporation of the City of Coachella was approved on December 13, 1946. Coachella continued to grow with the delivery of Colorado River water via the All American Canal in 1949.

The only designated historic site within the Planning Area is the Coachella Valley Water District Building located at State Highway 111 and Avenue 52. This structure is identified as a California Point of



# CONSERVATION ELEMENT

The Conservation Element is a key component of the overall conservation strategy. It provides a framework for the implementation of conservation measures and the monitoring of their effectiveness.

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Historical Interest and a Riverside County Historical Landmark.

Approximately 43 other structures with varying levels of historical potential are identified in the California Historical Resources Inventory. While none of these have been listed in the National Register of Historic Places, those which appear most eligible for inclusion are presented below. The majority of these properties are clustered within the historic town sites of Coachella and Thermal.

- McPheeters Ranch  
84-801 Avenue 58, Thermal
- Covalda Date Company  
51-392 Harrison Street, Coachella
- Women's Club of Coachella Valley  
51-893 Harrison Street, Coachella
- Our Lady of Soledad Catholic Church  
1612 First Street, Coachella
- Lopes Hardware Store  
1604 Sixth Street, Coachella
- Submarine  
1463 Seventh Street, Coachella
- Laflin Date Garden  
88-217 Avenue 59, Thermal
- Friends of Jesus Church  
85-490 Avenue 50, Coachella
- Power Office  
1684 Ninth Street, Coachella
- DeVore Ranch  
84-800 Bagdad Avenue, Coachella
- Clark Ranch  
88-456 Avenue 57, Thermal

**Biotic Resources** - The City of Coachella is located within the Sonoran Desert region, a subarea of the Colorado Desert. This region is characterized by low precipitation, low humidity, hot summers, mild winters and seasonal winds.

Within the Planning Area, habitat areas can be divided into several broad classifications. These include:

- Urban development and agriculture in the valley floor west of the All American Canal containing only fragmented areas of undisturbed native vegetation
- Large, relatively undisturbed areas of native vegetation in the Mecca hills east of the All American Canal
- Small areas of wetland vegetation found in the southern portions of the Planning Area

The dominant native vegetation types of the area are Sonoran Creosote Bush Scrub and Colorado Saltbush Scrub. Plants in these communities are adapted to extreme environmental conditions. Some adaptations include modified leaves and stems, high water storage capacity, slow growth, dormant periods and short annual life spans. Other adaptations include deep root systems to reach water, losing leaves during dry conditions to conserve moisture or a combination of these.

Within the valley floor, native plant communities may be found on isolated areas of vacant land surrounded by agriculture or urbanization. Specifically, lands in the vicinity of the Thermal Airport and the reservations of the Cabazon and the Augustine Bands of Mission Indians contain areas of natural vegetation. Because of their fragmented nature and the fact that these plant communities are not considered as sensitive habitats by the California Department of Fish and Game, they are not considered to have a high habitat value.

The Mecca Hills area east of the All American Canal contains large portions of undisturbed native vegetation crossed by multiple United States Geologic Survey (USGS) blue line streams. The Mecca Hills Wilderness Area, designated by the Bureau of Land Management, also occurs in this area and contains both public and privately owned lands. The Mecca Hills area is a large block of undisturbed natural land and is an extension of the Little San Bernardino Mountains and Orocopia Hills which increases the potential for the occurrence of sensitive species.





Various sensitive, threatened or endangered plant and animal species have been sited within the Planning Area. These species are listed below.

- Black-Tailed Gnatcatcher
- Crissal Thrasher
- Vermilion Flycatcher
- Coachella Valley Fringe-Toed Lizard
- Desert Tortoise
- Ferruginous Hawk
- Burrowing Owl
- Northern Harrier
- California Dittaxis

In addition to the species occurring within the Planning Area, various others have been identified at nearby locations, primarily near Mecca and the Painted Canyons to the south. These species include:

- Prairie Falcon
- Willow Flycatcher
- Le Conte's Thrasher
- Yellow-Breasted Chat
- Pallid Bat
- California Mastiff Bat
- Pocketed Free Tailed Bat
- Palm Springs Groundsquirrel
- Colorado Valley Woodrat
- Cheesewood Owlfly
- Slender Woolly-Head
- Golden Eagle
- Flat-Tailed Horned Lizard

The Coachella Valley Fringe-Toed Lizard is a Federally threatened and State endangered species with historic habitat throughout the Planning Area. Habitat consists of fine, loose, windblown sand and is limited to sand dunes in the Coachella Valley. Records indicate that this species occurs in the Indio Hills northeast of the project area and along Dillon Road approximately 2.5 miles east of State Route 111. A Habitat Conservation Plan (HAP) for this species was adopted in 1985 which imposed a development fee to acquire and maintain a habitat conservation preserve located near Thousand Palms. Within the Planning Area, the fee is imposed on properties located north of the Interstate 10 Freeway as depicted on Figure 40, Environmental Conservation Existing Setting.

**Groundwater Resources** - The City of Coachella is located within the Thermal Subarea of the Whitewater River Sub-basin of the Coachella Valley Groundwater Basin. Nearly all of the City's potable water supply is drawn via wells from the aquifers within this basin and, therefore, protection of the basin is considered a high priority for the City.

The Whitewater Sub-basin extends from the San Georgian Pass to the Salton Sea with the upper basin near Palm Springs acting as a primary recharge area while the lower basin, which contains Coachella and is overlain by a clay deposit, becomes pressurized when recharge exceeds extraction. With increased urbanization and agriculture, the basin has been in a state of overdraft for many years. This condition has been offset to a large degree in the upper basin by water recharge programs undertaken by the Coachella Valley Water District and the Desert Water Agency with secondary benefits of water migration to the lower basin. Overdraft conditions in the lower basin, however, have continued to worsen and similar management practices including replenishment fees and recharge basins are under consideration by the regional water agencies.

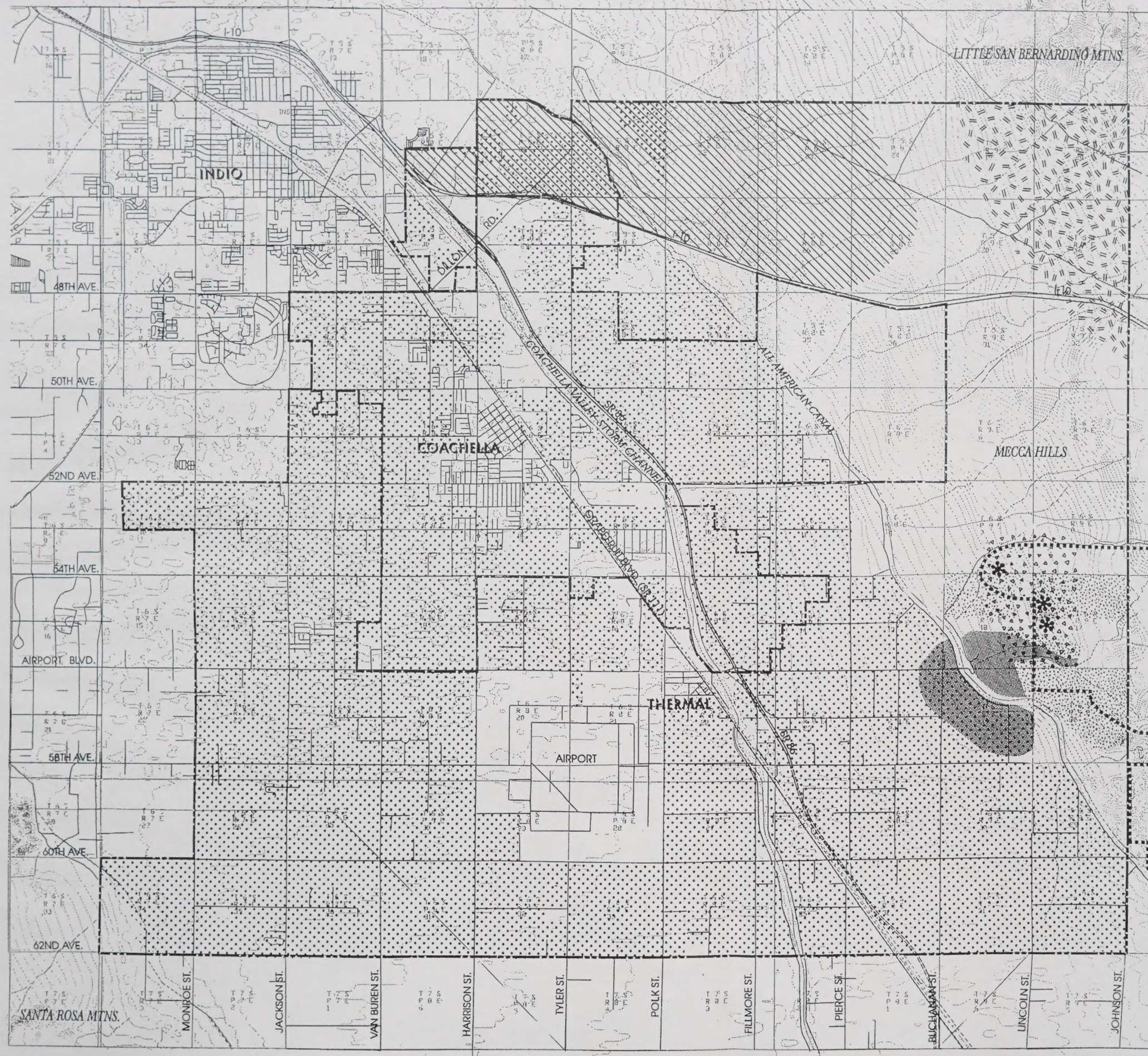
In Coachella, surface waters are effectively separated from the deep groundwater aquifer by an overlaying clay deposit. Consequently, a perched water table occurs throughout most of the Planning Area that is hydrologically linked to storm drainage and surface water issues. A series of agricultural tile drains artificially lower the perched water table in the agricultural areas south of Coachella, making cultivation possible. The perched water table poses a liquefaction issue over most of the City but can also be viewed as a potential resource for filling recreational water amenities in the City's proposed Entertainment Area.

**Surface Water Resources** - Two primary surface water features are found within the Planning Area. These include the Coachella Valley Stormwater Channel and the All American Canal. The Coachella Valley Stormwater Channel collects storm flows from the Whitewater River and conducts them to the Salton Sea. The channel is relatively dry for most of the year. The All American Canal carries water from the Colorado River to the Coachella Valley including the City of Coachella. Water from the Canal is used largely for agricultural irrigation and groundwater recharge.



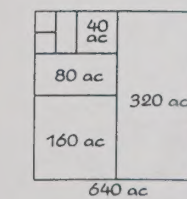






## Environmental Conservation Existing Setting

-  Mecca Hills Wilderness Area-BLM
-  Mineral Resource Zone-2  
(CDMG significant mineral deposit)
-  Other Areas with Mineral Potential  
(BLM designation, mining claims, permitting activity)
-  Significant Agricultural Lands  
(CDC Prime, Unique, Statewide & Local designations)
-  Endangered/Threatened Animal  
Habitat Area (CDCAP)
-  CDFG Special Animal Area
-  Significant Geologic Formation  
(Asterisks indicate key outcrops)



Sources:  
 CDFG Natural Diversity Database, 1996  
 Ca. Desert Conservation Area Plan, 1980  
 CDC Farmland Mapping & Monitoring Prog., 1995  
 Steven C. Sult & Associates  
 California Division of Mines & Geology

Figure 40





**Energy Resources** - Conservation of energy resources is a high priority at both the national and local level. The high occurrence of clear, sunny days in the Coachella Valley facilitate the use of alternative energy sources, including solar power. Measures which result in the conservation of energy can be grouped into three primary categories. These include installing energy conserving features as a part of new construction, retrofitting existing construction with energy conserving features and encouraging the practice of conservation techniques by local residents.

Numerous programs relating to energy conservation are available to builders and property owners. Such programs are found at the federal, state, and local level and include a broad range of strategies and incentives.

## **EXISTING AND POTENTIAL MINERAL RESOURCES**

The State Division of Mines and Geology has created an inventory of lands containing valuable mineral resources. Lands designated MRZ-2 indicate that mineral resources exist of sufficient quality and quantity to be considered a valuable asset worth preserving for mining purposes. State law requires the recognition of these lands by General Plans prepared within specific communities. Within the Coachella area, one MRZ-2 area exists which is located in the southern portion of the Mecca Hills and is identified on the Conservation Policy Diagram. In addition, while not currently quantified or designated, geologic formations suggest that much of the Mecca Hills may have similar mineral resource potential.

Existing or potential mineral resources in the Planning Area include sand and gravel, clay, oil and gas, and geothermal. Portions of the Mecca Hills and associated southwest trending tributaries or canyons contain sedimentary or alluvial deposits. These deposits are composed of sand and gravel construction aggregate resources used for making concrete, asphalt, road base and sub-base materials, masonry sand, golf course sand and other concrete products. Clay is present as "brick-red" fault gouge within the San Andreas fault zone portion of the Mecca Hills. Also associated with the presence of the San Andreas fault zone and general vicinity is a moderate potential for low temperature (less than 90° centigrade) geothermal resources, and a low potential for oil and gas resources.

The California Department of Conservation, Division of Mines and Geology (CDMG) has estimated that the quantity of construction aggregate resources that occur in the Palm Springs Production-Consumption area as 3.2 billion tons, of which only 67 million tons

were available as reserves as of 1988. Based on CDMG consumption forecasts, the available reserves in this Production-Consumption area would be depleted by the year 2012, unless additional resources are converted to reserves or alternative resources are utilized. Approximately 61 million tons or about 2% of the total sand and gravel resources in the Palm Springs Production-Consumption area were identified by the CDMG in 1988 to occur in the Planning Area. Clay resources, in excess of five million tons, have been identified along the San Andreas fault zone within the Mecca Hills. Clay mines south of the Planning Area have utilized this clay to seal irrigation canals or ditches. Oil and gas leases covered a high percentage of the Mecca Hills and vicinity as recently as 1983. According to the U. S. Geological Survey (USGS) and Bureau of Mines (BOM), the area southwest of the San Andreas fault has a low potential for oil and gas resources. Additionally, the USGS indicates that the Planning Area is situated within the Salton Trough region that has "significant lateral extent favorable for discovery and development of local sources of low-temperature geothermal water".

State law requires cities to designate such mineral deposits on their General Plan, and to avoid developing incompatible uses on or near them. Mining and processing aggregates or other minerals creates noise, dust and heavy truck traffic that is presently and potentially harmful to existing and proposed nearby residential areas. Impacts from construction or land use restrictions that prohibit mining would cause the loss of valuable mineral resources. This loss would be significant and generally cannot be mitigated.

A summary Planning Area checklist that presents the relative degree of concern for loss of mineral resources or impacts from mineral development is depicted in Figure 41, Mineral Resources, Summary Checklist of Mineral Resource Environmental Concerns.

## **Mineral Resource Mining History, Background and State Designations**

- Documented historical exploration and mining of clay, sand and gravel, geothermal, and oil and gas resources has occurred in the Planning Area or vicinity since the early 1920's (Morton, et. al., 1988). Some of these deposits (sand and gravel) are considered to be regionally significant by the CDMG and have been designated by the State as mineral resource zones Figure 42, CDMG, Mineral Land Classification and BLM Mineral Resource Potential Map. A brief explanation of exploration activity or actual mining of these deposits within the Planning Area or immediate vicinity are as follows.





FIGURE 41

**CITY OF COACHELLA MINERAL RESOURCES EVALUATION**  
**Summary Checklist of Mineral Resource Environmental Concerns**

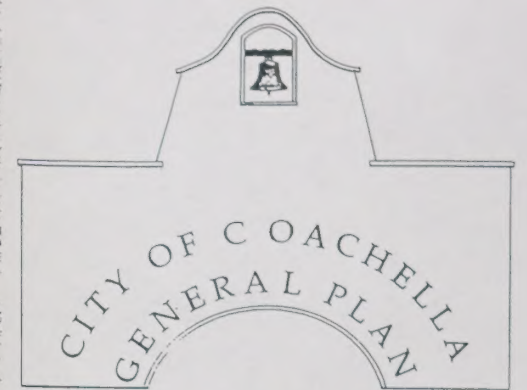
| Category                  | Potential Hazard/Concern                        | Relative Degree of Concern |     |          |      | Comments      |
|---------------------------|-------------------------------------------------|----------------------------|-----|----------|------|---------------|
|                           |                                                 | None to Slight             | Low | Moderate | High |               |
| Loss of Mineral Resources | Loss of Access                                  |                            |     | ✓        | ✓    | Minimal roads |
| Loss of Mineral Resources | Deposits Covered by Changed Land Use Conditions |                            |     | ✓        | ✓    |               |
| Loss of Mineral Resources | Zoning Restrictions                             |                            | ✓   |          |      |               |

\*Compared to other areas of Southern California, as modified from California Division of Mines and Geology Note 46, Guidelines for Geologic/Seismic Consideration in Environmental Impact Reports









## CDMG Mineral Land Classification Palm Springs Production-Consumption Region Aggregate Resources

### Explanation

**MRZ-1** Areas where adequate information indicates that no significant mineral deposits are present, or where it is judged that little likelihood exists for their presence.

**MRZ-2** Areas where adequate information indicates that significant mineral deposits are present, or where it is judged that a high likelihood for their presence exists.

**MRZ-3** Areas containing mineral deposits the significance of which cannot be evaluated from available data.

Mineral Resource Zone (MRZ) Contact

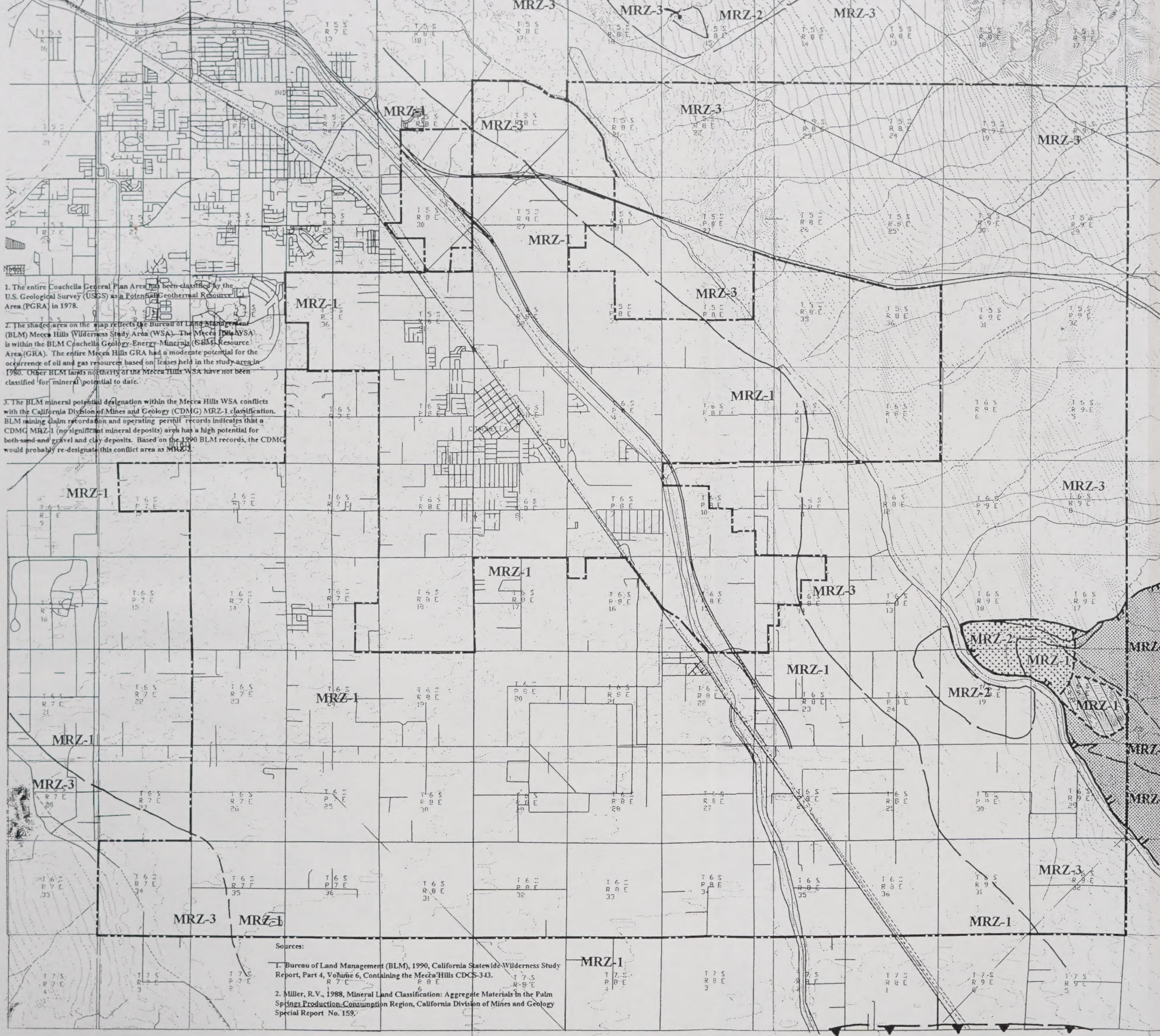
## BLM Mineral Resource Potential

### Explanation

- High potential for the occurrence of Sand and Gravel deposits.
- High potential for the occurrence of Clay deposits.
- Moderate potential for the occurrence of Geothermal Resources.

Boundary of Mecca Hills Desert Conservation Area - 343.

Northern boundary of Known or Inferred Geothermal Resources (Thermal Waters for Direct heat or Aquaculture)



1. The entire Coachella General Plan Area has been classified by the U.S. Geological Survey (USGS) as a Potential Geothermal Resource Area (PGRA) in 1978.

2. The shaded area on the map reflects the Bureau of Land Management (BLM) Mecca Hills Wilderness Study Area (WSA). The Mecca Hills WSA is within the BLM Coachella Geology-Energy-Minerals (GEM) Resource Area (GRA). The entire Mecca Hills GRA had a moderate potential for the occurrence of oil and gas resources based on leases held in the study area in 1980. Other BLM lands north of the Mecca Hills WSA have not been classified for mineral potential to date.

3. The BLM mineral potential designation within the Mecca Hills WSA conflicts with the California Division of Mines and Geology (CDMG) MRZ-1 classification. BLM mining claim recordation and operating permit records indicates that a CDMG MRZ-1 (no significant mineral deposits) area has a high potential for both sand and gravel and clay deposits. Based on the 1990 BLM records, the CDMG would probably re-designate this conflict area as MRZ-2.

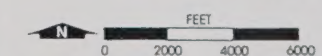
### Sources:

- Bureau of Land Management (BLM), 1990, California Statewide Wilderness Study Report, Part 4, Volume 6, Containing the Mecca Hills CDCS-343.
- Miller, R.V., 1988, Mineral Land Classification: Aggregate Materials in the Palm Springs Production-Consumption Region, California Division of Mines and Geology Special Report No. 159.

Coachella General Plan Area

Figure 42

CDMG Mineral Land Classification and  
BLM Mineral Resource Potential Map



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### **Sand and Gravel Construction Aggregate**

**History** - An unnamed canyon with alluvium and portions of the Mecca Hills underlain by sedimentary deposits, contain high quality construction aggregates that have been actively mined since the mid 1970's (Miller, 1988; Lilburn, 1994). Recognizing the significance of these mineral deposits, the CDMG has included the above aggregate areas in mineral resource zones as shown in Figure 43, The Palm Springs Production-Consumption Region. Urban preemption of prime sand and gravel deposits and conflicts between mining and other uses throughout California led to the passage of the Surface Mining and Reclamation Act of 1975 (SMARA). This Act requires all cities and counties to incorporate in their General Plans the mapped mineral resource designations approved by the State Mining and Geology Board. There are at least three designations used by the State Geologist to classify mineral lands. These designations or Mineral Resource Zones (MRZ's) are generally classified based on the suitability of sand and gravel deposits for use as Portland Cement Concrete (PCC) aggregate, and other geological factors. By statute, existing land use is not considered. The three mineral resource classifications commonly used by the State Geologist that are found in the Coachella General Plan Area as depicted on Figure 42, are as follows:

- An MHZ-1 classification includes areas where adequate information indicates that no significant aggregate deposits are present or where it is judged that little likelihood exists for their presence.
- Areas classified as MRZ-2 indicate that adequate information exist to prove that significant mineral deposits are present or where it is judged that a high likelihood for their presence exists. These deposits must be marketable under present technologic and economic conditions or which can be estimated to exist in the foreseeable future, and that contain in excess of \$5 million worth of aggregate material measured in 1978 dollars.
- Areas classified as MRZ-3 incorporate land containing aggregate mineral deposits, the significance of which cannot be evaluated from available data.

The most important classification is MRZ-2 because it signifies a valuable mineral resource. To further evaluate MRZ-2 areas, the CDMG has subdivided the MRZ-2 classification into sector designations. This assists with defining the quantities of available

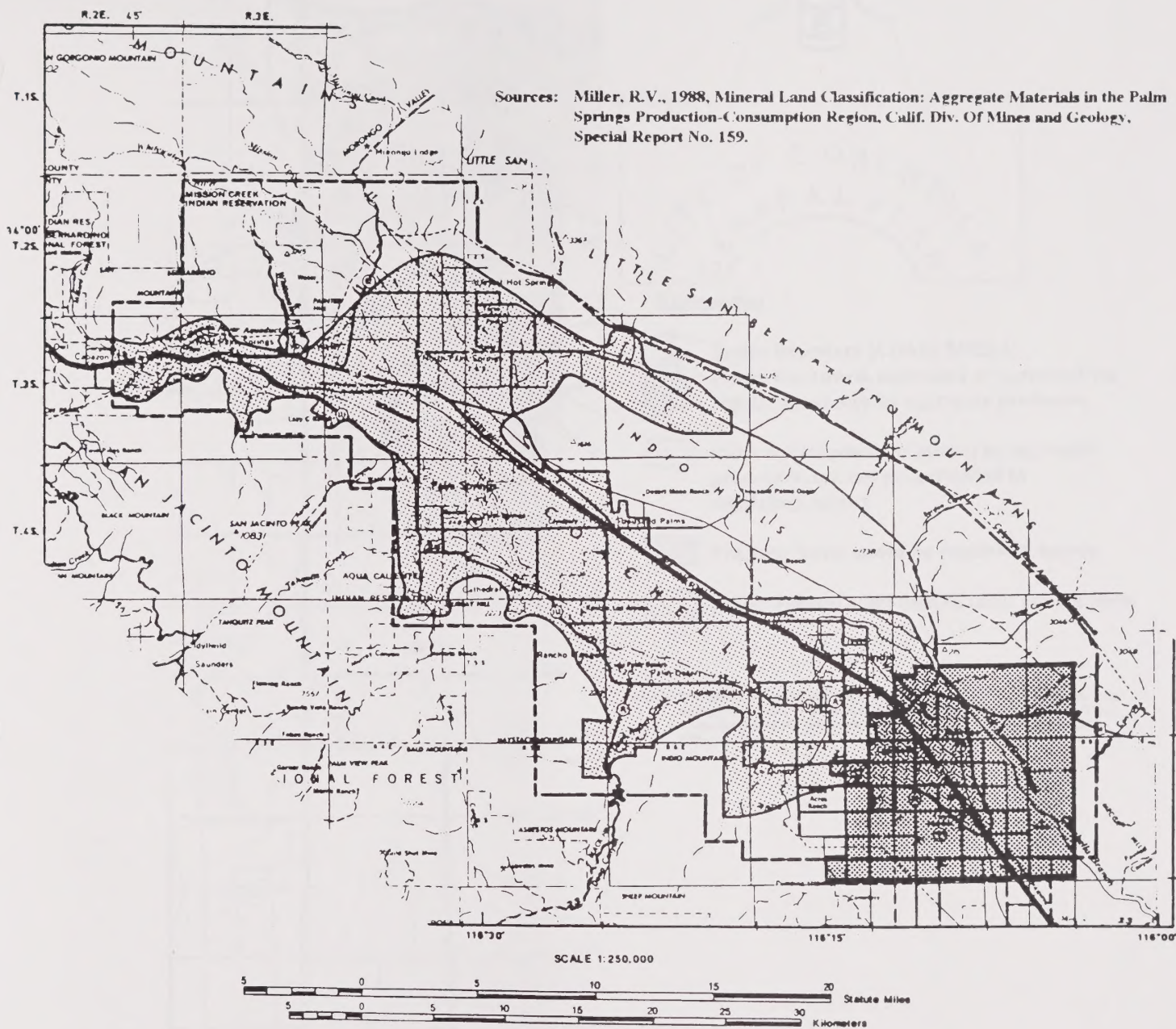
high quality mineral resources. Sectorization is important because it provides a semi-quantifiable estimate of construction aggregate resources which are likely to be available to satisfy societies needs for the next 50± years. Additionally, areas within MRZ-2 classifications are sectorized if they have current land uses which are similar to those areas that have had feasible mineral extraction in the past. According to the CDMG (Miller, 1988), MHZ and sector designations have not been amended since 1987.

Those portions of the Planning Area that have been classified as a MRZ-2 with resource sector designations are shown on Figure 44, Regionally Significant Construction Aggregate Resource Areas in the Palm Springs Production-Consumption Region, BLM Administered Lands Mining Claims, and Other Pre-Permitted Aggregate Production Areas. These sectors, located primarily in the southeasterly portion of the Coachella General Plan Area (Sector H-1 through H-3), indicate the existence of mineral deposits that meets certain criteria for value and marketability as defined by the CDMG and SMARA. The City of Coachella is required by SMARA to adopt policies recognizing the importance of all CDMG identified mineral resources (MRZ-2), clarifying the intent for which this information is to be used when making land use decisions in areas designated to be of statewide or regional significance, and emphasizing the conservation and development of the sectorized mineral deposits.

**Clay Resources History** - Based on Bureau of Land Management (BLM) mining claims recordation information, there has been a brief history of clay mining or mining claim assessment activity in the Mecca Hills portion of the Planning Area since about 1972. Actual mine development or production activity has been minimal. A mining claim Plan of Operation with a reclamation bond was filed for extraction of clay resources along the San Andreas fault within the Planning Area in 1987 (BLM, 1990). The Skeleton Canyon Mine (south of the General Plan Area), consisted of bulldozer cuts in 50 to 100-foot thick, low-swelling calcium bentonite that was utilized to seal nearby irrigation canals (Crowell and Sylvester, 1979). Clay resources, in excess of five million tons have been identified at this mine. Additionally, the Red Top Mine within the Planning Area was mined for clay prior to 1988 (Morton, et. al, 1988).







### Explanation

- Palm Springs Production-Consumption Region
- Areas Identified by OPR to be Urbanized or Potentially Urbanized by 1990
- Coachella General Plan Area

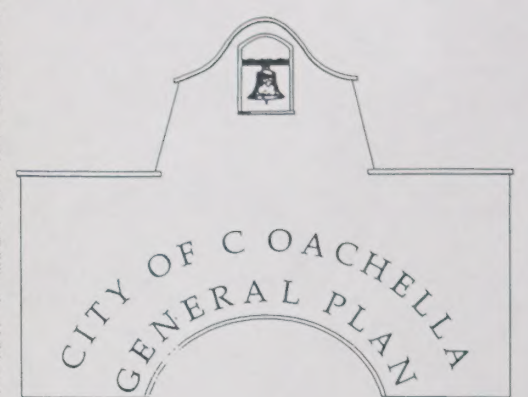
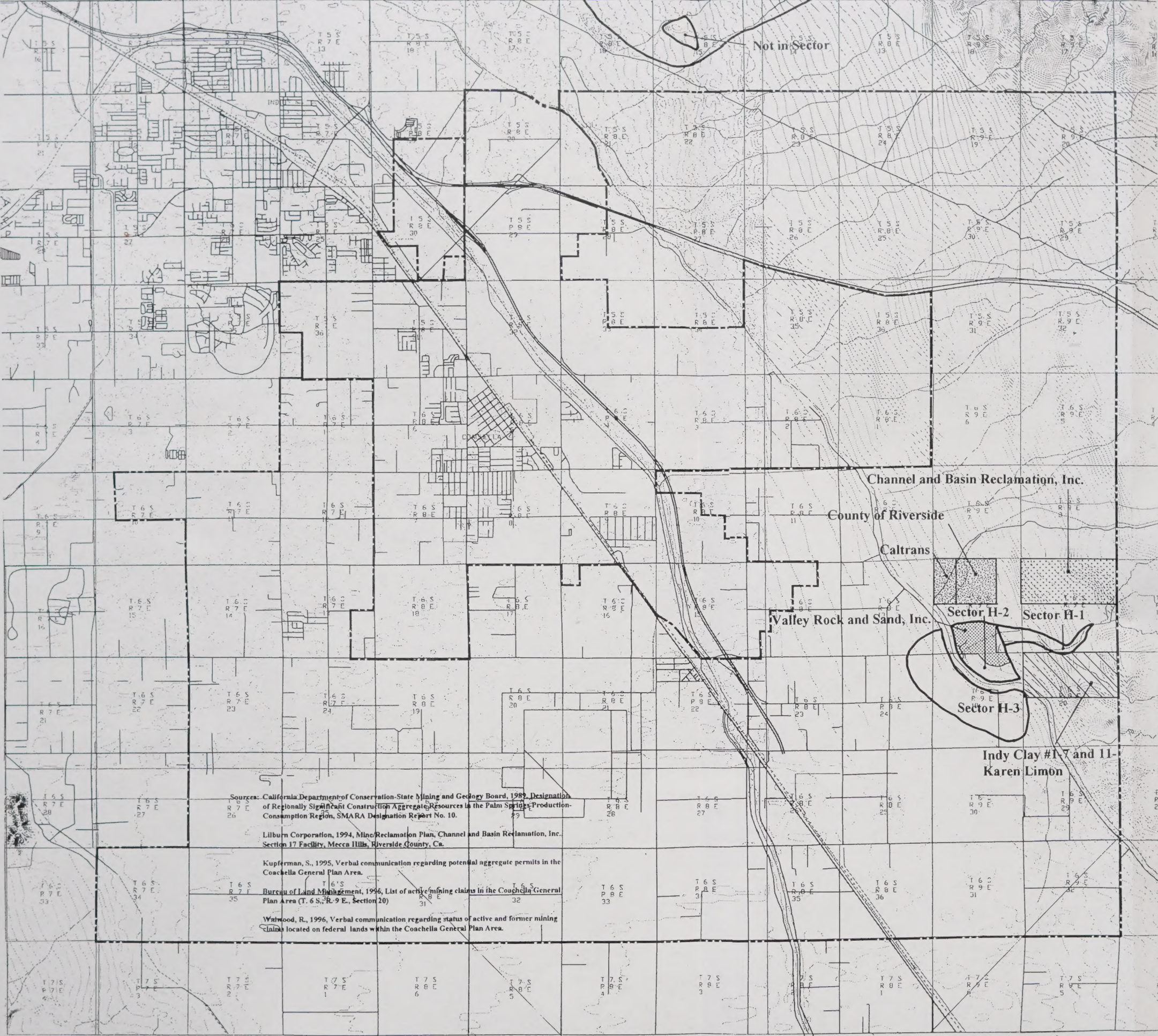
Coachella General Plan Area

Figure 43









**Explanation**

- Sector Boundary (CDMG MRZ-2)
- Properties owned, controlled or permitted via regulatory agency by aggregate producers
- Property proposed for mining by aggregate producers, but not yet permitted by regulatory agency
- Property being mined by regulatory agency
- Active Federal administered lands mining claim

Notes: The shaded areas on this map represent existing and potential near-future construction aggregate operations. The current status of mining claims situated on BLM lands may change due to new, 1996 assessment year information and the adjacent Mecca Hills Wilderness Issues.

Sources: California Department of Conservation-State Mining and Geology Board, 1989, Designation of Regionally Significant Construction Aggregate Resources in the Palm Springs Production-Consumption Region, SMARA Designation Report No. 10.

Lilburn Corporation, 1994, Mine Reclamation Plan, Channel and Basin Reclamation, Inc., Section 17 Facility, Mecca Hills, Riverside County, Ca.

Kupferman, S., 1995, Verbal communication regarding potential aggregate permits in the Coachella General Plan Area.

Bureau of Land Management, 1996, List of active mining claims in the Coachella General Plan Area (T. 6 S., R. 9 E., Section 20)

Whitwood, R., 1996, Verbal communication regarding status of active and former mining claims located on federal lands within the Coachella General Plan Area.

Coachella General Plan Area  
Figure 44  
Regionally Significant Construction Aggregate Resource Areas in the palm Springs Production-Consumption Region, BLM Administered Lands Mining Claims, and Other Pre-Permitted Aggregate Production Areas





**Oil and Gas Resources History** - Leases for oil and gas covered a majority of BLM lands within the Mecca Hills portion of the Planning Area in 1980 (BLM, 1990). Oil and gas exploration in the Mecca Hills and vicinity has occurred sporadically since 1921. One drill hole was performed south of the Planning Area to a depth of 3,792 feet in T. 7 S., R. 10 E., Section 25 in 1923. The driller's well log of the Spindletop Oil Association Well No. 1 reported shows of gas and heavy oil. There has been no known work since this date to confirm the results of this report (Morton, et. al, 1988).

**Geothermal Resources History** - According to Majmundar (1983), there have been at least two geothermal wells drilled within close proximity to the Planning Area that have produced hot water greater than 32° C. The heat source for these geothermal fluids is assumed to be a probable magmatic body at depth that helps heat fluids circulating along fault zones, such as the San Andreas fault. Currently, low temperature geothermal wells are being used for aquaculture, direct heat or agricultural uses in the community of Mecca, south of the Planning Area.

**Mineral Resources and Construction Aggregate Sites** - Based on published data (see References), a summary description of the existing or potential mineral resources, which include Sectorized or MRZ-2 sand and gravel construction aggregate, clay, oil and gas and geothermal deposits, in the Planning Area is as follows.

**Sand and Gravel Construction Aggregate Mineral Resources** - An unnamed canyon with alluvium, identified as Sectors H-1 to H-3 by the CMDG, and portions of the Mecca Hills underlain by sedimentary deposits with a CMDG classification of MRZ-3 adjacent to this canyon are currently being mined or being proposed for mining of high quality, sand and gravel type construction aggregates as shown on Figures 42, 43 and 44. According to the CMDG, Sector H-1 to H-3 alluvial deposits contain approximately 61 million tons of sand and gravel resources or about 2% of the total sand and gravel resources in the Palm Springs Production-Consumption area.

Alluvial and sedimentary deposits in the northeastern portion of the Planning Area have been classified by the CMDG as MRZ-3 for potential construction aggregates resources. Considering that construction aggregate producers are currently mining similar alluvial deposits or are applying for permits to mine similar deposits within the Planning Area and vicinity, conversion of

the MRZ-3 classification to a MRZ-2 with a Sector designation within this portion of the Planning Area is likely in the near future.

**Construction Aggregate Sites** - There are currently four existing or potential aggregate production sites or plants in the easterly portion of the Planning Area. The current or proposed construction aggregate sites are depicted on Figure 44 and are briefly summarized as follows:

- Valley Rock and Sand, Inc. A major portion of Sector H-2 is currently being mined for construction aggregate by Valley Rock and Sand, Inc. Aggregate mining in this Sector has been active since about 1976. As of 1988, this company had 21 acres of Sector H-1 under permit. Mining of sand and gravel construction aggregate resources at this location is used for making concrete, asphalt, road base and subbase materials, masonry sand and golf course sand.
- Public Agency Sites. The County of Riverside and Caltrans mine sand and gravel deposits from construction borrow pits northerly of Sector H-2 in the easterly portion of the Plan Area. These borrow areas have been in operation since about 1990, approximately coinciding with the closure of Riverside County Highway Department's La Quinta borrow area. Sand and gravel materials mined at this location are apparently utilized as road base and asphaltic aggregate.
- Channel and Basin Reclamation, Inc. This company has applied for mining permits with the County of Riverside to produce concrete aggregate, asphalt aggregate, base materials and sand in an area northerly of Sector H-1 as shown on Figure 44. This 320 acre project site contains 47 acres of alluvial and sedimentary bedrock type deposits with an estimated 30 million tons of reserves based on an average mining depth of 30 feet. It is anticipated that this MRZ-3 site will be converted to a MRZ-2 classification by the CMDG

**Regional Construction Aggregate Mineral Resource Projected Needs** - The CMDG has estimated that the quantity of construction aggregate resources that occur in the Palm Springs Production-Consumption area as 3.2 billion tons, of which only 67 million tons were available as reserves as of 1988. Based on CMDG aggregate consumption forecasts through the year 2035, the





Production-Consumption Region sand and gravel needs for the area has been estimated to be 156 million tons. Considering the status of available reserves in this Production-Consumption area as of 1988, this mineral resource would be depleted by the year 2012, unless additional resources are converted to reserves or alternative resources are utilized (Miller, 1988).

**Clay Mineral Resources** - Within the Planning Area, clay is present as "brick-red" fault gouge within the San Andreas fault zone portion of the Mecca Hills. Several BLM mining claims have occurred in this area since about 1972. Although classified as MHZ-1 (low likelihood of mineral occurrence) by the CMDG, the BLM has classified mining claims, such as the Indy Clay #1 to #7 and #11 as shown on Figure 43, in the easterly portion of the Planning Area as having a high potential for the occurrence of clay deposits. These BLM mining claims located for clay resources are partially included within the Mecca Hills Wilderness Area and are currently "inactive" based on assessment year data (Waiwood, BLM Geologist, 1996). However, privately held lands within the fault zone adjacent to these claims are being considered for a clay mining permit application (Steve Kupferman, Riverside County Geologist, 1995). Clay mines south of the Planning Area have historically utilized this clay to seal irrigation canals or ditches. Although Clay mining is not presently occurring within the Planning Area, it should be anticipated based on past use and current interest.

**Oil and Gas Resources** - Oil and gas leases covered a high percentage of the Mecca Hills and vicinity as recently as 1983. The folds and faults west of and near the San Andreas fault zone locally form discontinuous, complex structures that make small but favorable traps for hydrocarbons (Sylvester and Smith, 1976). Exploration activity since 1921 has not yielded positive results, however. According to the U. S. Geological Survey (USGS) and Bureau of Mines (BOM), the area southwest of the San Andreas fault has a low potential for oil and gas resources.

**Geothermal Resources** - The northerly boundary of a CMDG classified, known or inferred geothermal resource area with shallow (less than 1000 meters), thermal water of sufficient temperature for direct heat applications occurs approximately one mile south of the Planning Area. The entire Planning Area lies within a region identified as favorable for the discovery at shallow depth of thermal water of sufficient temperature for direct heat applications

(Majmudar, 1983). Additionally, the USGS indicates that the Planning Area is situated within the Salton Trough region that has "significant lateral extent favorable for discovery and development of local sources of low-temperature (less than 90° centigrade) geothermal water". The heat source for these geothermal fluids is assumed to be a probable magmatic body at depth that helps heat fluids circulating along the fault zones in the Salton Trough area (Sammel, 1979). Accordingly, the potential for low-temperature (less than 90° centigrade) geothermal resources is moderate within the Planning Area (Morton, et. al., 1988).

**Mineral Resource Impacts** - Only 67 million tons of sand and gravel construction aggregates were identified as reserves in the Palm Springs Production-Consumption area as of 1988. Based on CMDG consumption forecasts, this mineral resource could be depleted by the year 2012, unless additional resources are converted to reserves (such as geologic investigation that lead to the conversion of MRZ-3 areas to MRZ-2 areas) or alternative resources are utilized. Any loss of current reserves located within CMDG Sectors H-1 to H-3 due to land-use decisions, such that might affect mining access, transportation routes and CMDG designations, or development impacts will possibly shorten the above depletion date. Clay, oil and gas and/or geothermal resources are generally associated with the presence of the San Andreas fault zone within the Planning Area. Those minerals identified within close proximity to the San Andreas fault zone would be impacted by land-use decisions in a similar manner as construction aggregate resources.

The impacts from the loss of mineral resources is primarily economic. The CMDG has termed the loss of mineral resources as a significant geologic hazard worth several billion dollars. Impacts from construction of surface developments overlying these mineral reserves and/or resources or land-use restrictions that prohibit their development would constitute a loss of valuable mineral resources.

Mining, processing and production activities within existing and potential mineral sites can impact existing, nearby and potential development. These impacts include noise, dust and truck traffic that is presently and potentially harmful to existing and proposed nearby residential areas.

**Mineral Resource Mitigation** - In general, construction aggregates and other minerals are considered a non-renewable resource. The City of Coachella is required by State law to adopt policies





recognizing the importance of construction aggregates and other mineral resources and reserves. It is also responsible for designating Regionally Significant Construction Aggregate Resource Areas or identifying mineral resources to be conserved. Two types of impacts must be considered: adverse effects of urban development or other land-use restrictions on future availability of the mineral resource and adverse effects of urban development on potential increased mining, processing, and transportation of construction aggregates and other mineral resources.

Considering that those portions within the Planning Area that have been identified to contain mineral potential are sparsely populated, mineral resource mitigation should primarily reflect conservation and open space issues. Identified Mineral Resource Zone (MRZ-2) areas within the Planning Area should be conserved to assist with retaining aggregate reserves sufficient to supply a commensurate portion of the Palm Springs Production-Consumption Region for the next 50 years. Sufficient MRZ-3 classification areas should also be conserved, where appropriate, in the northeastern Planning Area to assist with supplying the regional demand for the next 100 years, primarily along the San Andreas fault zone where there is also a high to moderate potential for the occurrence of clay and geothermal resources. Considering that this northeasterly portion of the Planning Area consists of Public lands and sparsely populated private lands, potential future land use conflicts would be minimal or avoided as a result of designating this area for conservation or open space. Proper land use planning and mitigation would also be provided by SMARA guidelines that include reclamation plans and financial assurance bonds, or through discretionary review of each mining permit application.

## SUMMARY OF KEY PLANNING ISSUES

The following key planning issues are addressed in the policies of the Conservation Element.

- Geologic features, endangered wildlife and plant species habitat areas, historic and archaeological resource areas, mineral resource areas and agricultural soils unique to the Planning Area should be preserved.
- Scenic corridors, vistas and viewsheds of the Santa Rosa Mountains and the Mecca Hills should be preserved.

- Energy conservation measures which encourage the use of solar panels, wind energy and projects demonstrating the best available technologies of energy efficiency should be incorporated in the General Plan. Utility resources should be conserved utilizing a variety of feasible strategies.
- Significant mineral deposits and routes for the transport of excavated materials should be identified and preserved.
- Sensitive land uses adjacent to mineral resource areas should be protected from the adverse impacts of mineral extraction activities.
- The City should be protected from the adverse impacts of stormwater runoff, including property damage as well as water quality degradation.
- The quality and quantity of groundwater should be protected and maintained.
- Water conservation efforts should be maintained, expanded and implemented.
- Geothermal resources should be explored as alternate energy sources.

## CONSERVATION VISION STATEMENT

The essence of Coachella's vision for conservation is captured in the following statement.

The conservation vision includes protection of the natural environment, maximization of resources and exploration of alternate energy resources.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Conservation Element is one of thirteen elements in the Coachella General Plan. The development policies within the Conservation Element are closely related to the policies within the Land Use, Open Space & Environmental Hazards Elements. The policies contained in this element shall be consistent with all other elements of the General Plan.





## REFERENCES

The following documents contain information critical to the Conservation Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Land Use Element
- Circulation Element
- Urban Design Element
- Infrastructure & Public Services Element
- Agriculture Element
- Source Reduction and Recycling Plan, an optional Element
- Household Hazardous Waste Plan, an optional Element
- Thermal Airport Comprehensive Land Use Plan (excerpts included in Appendix B)

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report

### *The City of Coachella Multi-Hazard Functional Plan adopted by Ordinance 709 on November 4, 1992*





## CONSERVATION POLICY DIAGRAM

The conservation policies are depicted on Figure 45, Conservation Policy Diagram. This diagram depicts the Mecca Hills Wilderness Area, the Mineral Resource Area, and other agricultural and geologic resource.

## CONSERVATION ELEMENT GOALS, OBJECTIVES AND POLICIES

The City of Coachella's official development policies related to conservation are presented below. In the context of the General Plan, this section includes goals, objectives and policies based on the definitions as outlined in the Introduction.

### Goal

The City shall protect the visual aesthetics of the Mecca Hills and Santa Rosa Mountains.

### Objective

The City shall utilize a variety of methods to protect the visual aesthetics of the Mecca Hills and Santa Rosa Mountains.

### Policy

The City shall designate publicly owned portions of the Mecca Hills as Open Space on the Conservation Policy Diagram. The City shall prohibit alterations to the Mecca Hills as the most unique geologic formation in the world. Scenic views of the Mecca Hills shall be preserved through the prohibition and elimination of visual obstructions.

### Policy

The City shall require that grading of projects in sensitive locations shall be limited as much as possible and where grading is approved, repairs shall be required to restore the damaged area to as close to a natural condition as is possible.

### Goal

The City shall require the identification, evaluation and mitigation of adverse effects to historic, archaeological and culturally significant sites.

### Objective

The City shall take all action necessary to protect historic building, archaeological resources or any other objects of historic significance from the effects of proposed development projects.

### Policy

The City shall require an identification of resources through a record search and survey followed by a field survey by a qualified archaeologist or historian. Cultural resources at this point are identified, described and recorded.

### Policy

Sites that have been identified and recorded shall be evaluated for significance under criteria established for both state, CEQA and Federal Section 106 Guidelines.

### Policy

The City shall require that sites which are determined to be significant shall have adverse effects mitigated. Mitigation may include extraction and preservation of artifacts, protection and preservation of artifacts on-site, on-site monitoring during grading and construction, or posting of identification on-site.

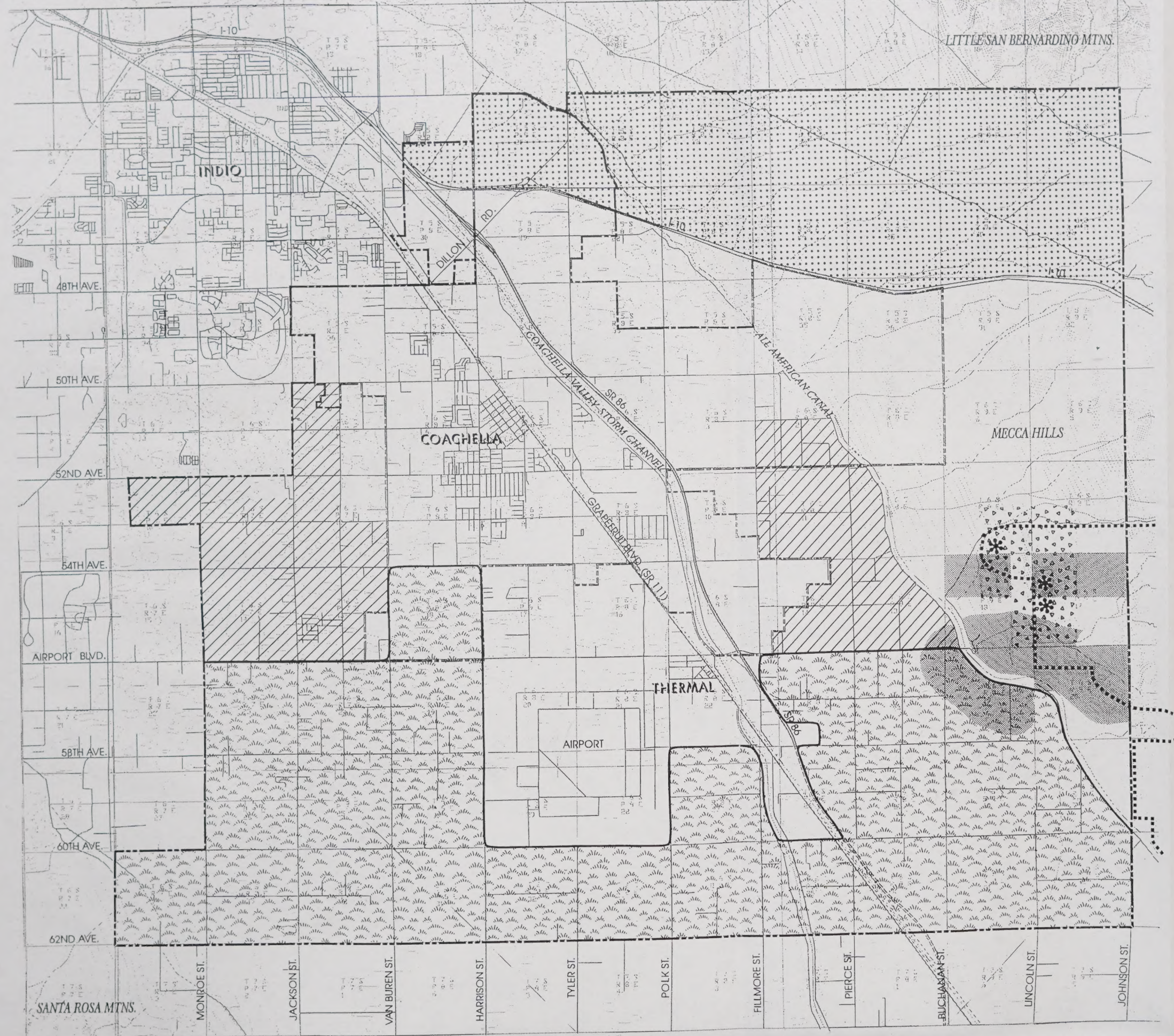
### Policy

All projects covered under CEQA will be required to request a transmittal level archaeological records search from the Eastern Information Center at the Eastern Information Center at the University of California, Riverside. At the discretion of the City, a records search may be required for projects not subject to CEQA provisions. The results of the records search and recommendations from EIC will determine whether further studies are warranted.



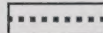
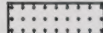
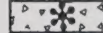
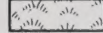
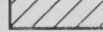


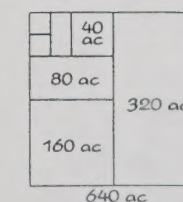




# CITY OF COACHELLA GENERAL PLAN

## Environmental Conservation Policy Diagram

-  Mecca Hills Wilderness Area
-  Mineral Resource Area
-  Coachella Valley Fringe-Toed Lizard Habitat Conservation Preserve Development Fee Area
-  Geologic Resource Area  
(Asterisks indicate prime outcrops)
-  Agricultural Retention Area
-  Agriculture to Urban Transition Overlay



Sources:  
City of Coachella  
Smith, Peroni & Fox  
Steven C. Suitt & Associates

Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure 45





## **Policy**

The City shall preserve significant historical, archaeological and paleontological resources through designation as open space.

## **Goal**

The City shall require preservation of the habitat areas of rare, threatened and endangered wildlife and plant resources within open space areas.

## **Objective**

The City shall ensure that the habitat areas of rare, threatened and endangered wildlife and plant resources are preserved.

## **Policy**

The City shall coordinate with the appropriate governmental agencies to identify and locate habitat areas of rare, threatened and endangered wildlife and plant resources.

## **Policy**

The City shall require that project sites and development plans be reviewed by a qualified wildlife biologist and horticulturist to identify any impacts to habitat areas of rare, threatened and endangered wildlife and plant resources and to recommend appropriate mitigation measures including the salvage and reuse of native vegetation in project landscaping.

## **Policy**

The City shall promote wildlife refuges and preserves, including the Coachella Valley Fringe-toed Lizard Habitat Conservation Preserve, for the protection of habitat areas of threatened and endangered wildlife species.

## **Policy**

The City shall require appropriate mitigation measures to protect rare, threatened and endangered wildlife and plant resources including designation as Open Space.

## **Goal**

The City shall protect surface and groundwater resources.

## **Objective**

The City shall promote conservation efforts in order to provide an adequate supply of domestic water.

## **Policy**

The Goals, Objectives and Policies included in the Agriculture Element, pages 137 through 139 specifically, are incorporated herein by reference.

## **Policy**

The City shall prepare and adopt a water efficient landscape ordinance.

## **Policy**

The City shall prepare a plan for the use of reclaimed waste water.

## **Policy**

The City shall coordinate with the CVWD in public education efforts which encourage the conservation of water.

## **Policy**

Domestic water supplies should be conserved through the use of Colorado River water and reclaimed water for irrigation purposes.

## **Goal**

The City shall protect soil from erosion and from the buildup of salts on productive agricultural lands.

## **Objective**

Conservation of soils is warranted to ensure an adequate supply for agricultural purposes in the future.





## **Policy**

The Goals, Objectives and Policies included in the Agriculture Element, pages 137 through 139 specifically are incorporated herein by reference.

## **Policy**

The City shall designate as Agricultural (AG) on the Land Use Policy Diagram significant areas of prime soil that are currently under agricultural production. These areas shall be encouraged to remain in open space.

## **Policy**

The loss of soils through erosion shall be minimized through regulation of grading practices, and the conservation of native vegetation.

## **Policy**

The City shall limit the density and intensity of development in areas with slopes greater than 10% and shall prohibit development of areas with slopes greater than 20%.

## **Policy**

The City shall coordinate with the Coachella Valley Resource Conservation District and local farmers to develop a management program to minimize the impacts of tilling on soil erosion.

## **Policy**

The City shall promote agricultural practices that eliminate the buildup of salts in the soil.

### **Goal**

The protection of mineral resources for extraction is important to the regional and national economies.

### **Objective**

To minimize impacts of mining on the Planning Area.

## **Policy**

The City shall conserve MRZ-2 to assist in retaining aggregate reserves that are sufficient to supply a commensurate portion of the Palm Springs Production-Consumption Region for the next 50 years.

## **Policy**

The City shall conserve MRZ-3 to assist in retaining aggregate reserves that are sufficient to supply a commensurate portion of the Palm Springs Production-Consumption Region for the next 100 years. This is primarily along the San Andreas Fault Zone where there is also a high to moderate potential for the occurrence of clay and geothermal resources.

## **Policy**

The City shall utilize proper land use planning and mitigation techniques as provided by SMARA Guidelines, including reclamation plans, financial assurance bonds and discretionary review of each mining permit application to minimize impacts on residential and other sensitive land uses.

## **Policy**

The City shall designate truck routes for the transportation of aggregate. These routes shall not traverse residential or incompatible commercial areas.

## **Policy**

The City shall discourage the approval of new mining permits or development permits which cause mineral extraction activities within one-half mile of established mines, residential neighborhoods or incompatible commercial areas.

## **Policy**

The City shall require the approval of a comprehensive reclamation plan as a part of any mining permit.





**Goal**

The conservation of energy resources and the development of alternative energy sources shall be encouraged by the City.

**Objective**

The City shall plan for energy conservation in the development of new projects and the provision of services.

**Policy**

The City shall encourage energy conservation in the development of new projects through proper orientation of the building, shading standards, and by incorporating into city codes planning and building standards which reduce the consumption of energy resources.

**Objective**

The City shall identify alternative methods of providing energy including solar, geothermal and new techniques.

**Policy**

The City shall encourage the use of solar energy and other energy sources.

**Policy**

The City shall explore the potential for the development of geothermal resources as an energy source.

**CONSERVATION ELEMENT  
IMPLEMENTATION MEASURES**

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Environmental Conservation Element are presented on Figure 46, the City of Coachella Environmental Conservation Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the environmental conservation development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.





**FIGURE 46**

**CITY OF COACHELLA CONSERVATION ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                                                                                                                                | <b>Purpose</b>                                                                       | <b>Key Participants</b>                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| Prepare additional study on historical, archaeological, paleontological, and culturally significant sites                                                                                                     | Achieve a higher level of available data for evaluation of project sites             | City Council<br>Planning Commission<br>Planning Department                                           |
| Establish a Historical Committee                                                                                                                                                                              | Review project proposals and protect resources                                       | City Council<br>Planning Commission<br>Planning Department                                           |
| Prepare and adopt a water efficient landscape ordinance                                                                                                                                                       | Preserve water sources                                                               | City Council<br>Planning Commission<br>Planning Department<br>Engineering Department                 |
| Prepare a plan for the use of reclaimed wastewater                                                                                                                                                            | Preserve water resources                                                             | City Council<br>Engineering Department<br>Public Works Department<br>Coachella Valley Water District |
| Prepare and distribute public education pamphlets to encourage water conservation                                                                                                                             | Preserve water resources                                                             | City Council<br>Public Works Department<br>Coachella Valley Water District                           |
| Prepare ordinance that includes land use planning and mitigation techniques as provided by SMARA Guidelines including reclamation plans, financial assurance bonds and discretionary review of mining permits | To protect mineral resources and minimize the impacts of mining on the Planning Area | City Council<br>Planning Commission<br>Planning Department                                           |
| Identify solar and other energy sources, the techniques for their use and incorporate into a new ordinance                                                                                                    | Develop new energy sources                                                           | City Council<br>City Manager                                                                         |
| Explore the potential for the development of geothermal resources as an energy source                                                                                                                         | Develop new energy sources                                                           | City Council<br>City Manager                                                                         |











# OPEN SPACE & PARKS ELEMENT

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The Open Space & Parks Element of the General Plan identifies and establishes the City's official policy as it pertains to the preservation and management of open space areas and park facilities. This element address the following issues:

- Protection of the open space resources: surrounding the City are miles of important agricultural land, scenic hills and water. All of these give form and character to the City, attract tourism and provide job opportunities.
- Provision of local recreational facilities and activities: facilities should be available for a variety of activities ranging from biking and walking trails to play equipment for toddlers, and from lighted soccer fields to picnic areas for families.
- Provision of a broader economic base for the City through expanded tourism: the growing tourism industry and specifically the proposed Entertainment Area should be a major focus of this planning effort.

## EXISTING SETTING

Within the City and its Sphere of Influence, there are a number of opportunities and constraints to meeting the challenge of the issues. Existing features in the landscape influence planning decisions and even shape the direction of change.

**Visual Backdrops** - The Planning Area contains the Mecca Hills, located in the eastern portion of the area, which are characterized by low, undulating hills set against the visual backdrop of the Little San Bernardino Mountains in the distance. The Mecca Hills contain a sectional checkerboard of government owned lands which provide significant opportunities for open space preservation. The geologists indicate that the Mecca Hills are the center of the world from geologic terms. They are the most significant geologic formation in the world. Looking westward, the Santa Rosa Mountains, which touch the southwest corner of the Planning Area, provide a striking visual backdrop to the western portions of Coachella. These resources provide high scenic value for the City residents and tourists.

The Joshua Tree National Park, located just north of the Planning Area is an existing attraction that provides opportunities for the exploration of nature. The potential to attract more visitors is increased if access is improved from Dillon Road.

**Waterways** - Major waterways within the Planning Area include the Coachella Stormwater Channel, which conveys regional storm and irrigation runoff through the City, and the All American Canal which conducts irrigation water from the Colorado River. These facilities constitute significant linear features within the Planning Area encompassing approximately 1,640 acres and are envisioned to remain as permanent open space. Development of these facilities as recreational amenities would capture the potential for providing an open space corridor and attractive linear park areas extending to the Salton Sea.

**Agricultural Preservation** - The existing agricultural lands surrounding the community give form and ambiance to the City. As an important open space resource, the preservation of agriculture is integral to our future. Agricultural land is the single dominant land use within Coachella covering approximately 21,840 acres (40% of the Planning Area). Agricultural land in Coachella includes mature date palm groves, citrus groves and vineyards, which are considered of high value from an open space and aesthetic perspective. In addition there are field crops.

**Parks** - Existing local and community parks total approximately 48 acres and are restricted to the immediate downtown area. Existing parks within the Planning Area include the following facilities:

- De Oro Park (4.0 acres)
- Bagdouma Park (34.3 acres)
- Vietnam Veterans Memorial Park (2.4 acres)
- Dateland Park (4.0 acres)
- Sierra Vista Park (2.6 acres)
- Shady Lane Park (1.0 acre)

Lake Cahuilla County Park, a regional park containing approximately 845 acres, is located in the City of La Quinta, approximately one mile west of the Planning Area on Avenue 58.





**Golf Course Open Space** - Golf courses provide a valuable form of open space because of the large, park like setting they provide. The Planning Area currently contains no existing public or private golf courses. However, two courses are approved, one in the McNaughton Specific Plan and one in the Rancho La Quinta Specific Plan. In addition there is another course proposed in the Industrial area of the City.

**Mineral Areas** - The City contains one area which has been designated by the California Division of Mines and Geology (CDMG) as an MHZ-2 zone containing significant mineral resources. This area is located at the easterly end of Airport Boulevard where it intersects the All American Canal and is currently being mined. Geologic similarities suggest that portions of the Mecca Hills north of this area may contain similar mineral deposits although they have not been formally designated as such by the CMDG.

**Plant & Wildlife Habitat Areas** - Native vegetation in the Planning Area is dominated by a mixture of Creosote Bush Scrub and Saltbush Scrub. Sonoran Creosote Bush Scrub is the most common vegetative community in the greater Coachella Valley. Saltbush scrub is found occupying low lying basins and areas of periodic flooding characterized by saline and alkaline soils. Collectively, these two vegetative communities are called Sonoran Desert Scrub. Sonoran Desert Scrub is not considered a sensitive plant community. However, habitat loss, fragmentation and degradation as a result of development and recreational activities play a major role in decreasing or eliminating native plant and wildlife resources.

The Coachella Valley supports a variety of endangered, threatened, rare and special interest species. Some of these species which could potentially occur in the Planning Area are listed below:

- Prairie falcon
- Willow flycatcher
- Black-tailed gnatcatcher
- Crissal thrasher
- Le Conte's thrasher
- Vermilion flycatcher
- Yellow-breasted chat
- Pallid bat
- California mastiff bat
- Pocketed free tailed bat

- Palm Springs ground squirrel
- Colorado Valley Woodrat
- Coachella Valley fringe-toed lizard
- Desert tortoise
- Cheeseweed owl
- Slender woolly-heads

The Coachella General Plan EIR should be consulted for a complete listing of species and the location and nature of sightings.

**Archaeologic Sites** - The Desert Cahuilla Indians inhabited the Planning Area in prehistoric and historic time from the Coachella Valley as far south as the Salton Sea. These peoples had many villages throughout the Coachella Valley, subsisting on a variety of planted crops as well as hunting and gathering.

Archaeological surveys conducted within the Planning Area have consistently uncovered widespread archaeological sites. The majority of sites contain scatters of pottery fragments, chipped stone, fire affected rock, and burned animal bone, typical of Indian occupation. Sites range in size and significance from a small scatter of pottery fragments to remains of major villages. In the Mecca Hills, numerous Indian trails have been recorded, testament to the Native tradition of long distance travel and communications with neighboring bands. Non Indian sites are also recorded as scatters of old building materials and features with varying degrees of significance. Of greatest significance is the occurrence of Indian cremation sites in the area. These sites must be treated with great sensitivity and are extremely important to Native Americans today. The Coachella General Plan EIR should be consulted for a complete discussion of archaeological resources.

**Historic Structures** - The existing historic structures in the Planning Area identified in the California Historical Resources Inventory include 43 buildings or other features at varying levels of potential historical significance. The vast majority of these properties are clustered within the historic town sites of Coachella and Thermal. A few of the historic structures identified in the Planning Area are presented below:

- McPheeters Ranch  
84-801 Avenue 58, Thermal
- Covalda Date Company  
51-392 Harrison Street, Coachella



- The first step is to identify the problem.
- The second step is to define the problem.
- The third step is to analyze the problem.
- The fourth step is to develop a solution.
- The fifth step is to implement the solution.
- The sixth step is to evaluate the solution.

The first step is to identify the problem. This is the most important step in the process. Without a clear understanding of the problem, it is impossible to develop a solution.

The second step is to define the problem. This involves identifying the specific aspects of the problem that need to be addressed. It is important to be as specific as possible in this step.

The third step is to analyze the problem. This involves breaking the problem down into its component parts and understanding how they relate to each other. This step is crucial for developing a solution that addresses the root cause of the problem.

The fourth step is to develop a solution. This involves brainstorming ideas and selecting the one that is most likely to be effective. It is important to consider all possible solutions and to evaluate them carefully.

The fifth step is to implement the solution. This involves putting the solution into action and monitoring its progress. It is important to be flexible and to make adjustments as needed.

The sixth step is to evaluate the solution. This involves assessing the effectiveness of the solution and determining whether it has solved the problem. If not, the process may need to be repeated.

The first step is to identify the problem. This is the most important step in the process. Without a clear understanding of the problem, it is impossible to develop a solution.

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- The fourth step is to develop a solution.
- The fifth step is to implement the solution.
- The sixth step is to evaluate the solution.

- Women's Club of Coachella Valley  
51-893 Harrison Street, Coachella
- Our Lady of Soledad Catholic Church  
1612 First Street, Coachella
- Lopes Hardware Store  
1604 Sixth Street, Coachella
- Submarine  
1463 Seventh Street, Coachella
- Laflin Date Garden  
88-217 Avenue 59, Thermal
- Friends of Jesus Church  
85-490 Avenue 50, Coachella
- Power Office  
1684 Ninth Street, Coachella
- DeVore Ranch  
84-800 Bagdad Avenue, Coachella
- Clark Ranch  
88-456 Avenue 57, Thermal

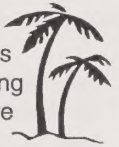
The Coachella General Plan EIR should be consulted for a complete discussion of historic resources.

**Paleontologic Areas** - Paleontologic resources are the fossil remains or traces of past life forms, including both vertebrate and invertebrate species, and plants. The rock formations in the Planning Area, from lowest to highest potential of containing paleontological resources, include recent alluvium consisting of soils deposited by running water, granitic rock dated approximately 100 million years in age, Palm Springs Formation consisting of sand and silt stones, Lake Cahuilla sediments consisting of silts and sands of the Pleistocene and early Holocene periods.

## SUMMARY OF KEY PLANNING ISSUES

- Preservation of date groves and relocation of mature date palm trees within the City should be encouraged to retain and enhance an oasis like visual character.

- Open space should be defined to include appropriate hillside areas, watercourses, golf courses and park areas.
- Included in the open space should be areas for the preservation of endangered wildlife and plant species, historic and prehistoric cultural resources, significant mineral resource areas and prime agricultural lands.
- As a link to the City's agricultural heritage, elements of existing citrus orchards, date palm groves and farming areas should be preserved for future generations.
- Permitted land uses and standards for development in open space and watercourse areas should be identified.
- Trails which link recreational uses should be established.
- An integrated and efficient system of pedestrian and bicycle paths should be established within the City.



- The City currently has unmet demand for improved parkland, especially playing fields. The City should ensure that this deficiency is met in the short term and that adequate parkland is added as the City grows.
- Riverside County is in the process of acquiring a section of land (640 acres) which had been leased from the BLM for the Coachella Landfill. The landfill itself occupies only 75 acres and the County presently has no firm plans for uses on the balance of the site. The City should pursue the establishment of a County Regional Park at this location which is immediately northeast of the proposed Entertainment Area.

## OPEN SPACE VISION STATEMENT

The essence of Coachella's vision for open space, recreation and parks is captured in the following statement.

Coachella is a young, family oriented community. The residents are active, sports enthusiasts who enjoy the beautiful desert climate. Adequate parks for organized sports activities, family outings





and community functions are expressed desires of the residents. The City's varied open space should be preserved and protected to retain an optimal level of recreational opportunities.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Open Space & Parks Element is one of thirteen elements in the Coachella General Plan. The development policies within the Open Space Element are most closely associated to the policies within the Land Use, Environmental Conservation, Environmental Hazards, and Agriculture Elements. The Open Space Element shall be consistent with all other elements of the General Plan.

## OVERVIEW OF OPEN SPACE POLICY DIAGRAM AND PARK & RECREATION POLICY DIAGRAM

The City of Coachella's official policy relative to open space is illustrated on Figure 47, Open Space Policy Diagram. This diagram represents the distribution of existing and future open space areas and parks, wilderness areas, mineral resource areas, agricultural areas slated for retention and a proposed trails system.

Figure 48, Park and Recreation Policy Diagram depicts existing parks and proposed park locations based on radius of influence.



## OPEN SPACE ELEMENT GOALS, OBJECTIVES AND POLICIES

The City of Coachella's official development policies related to open space are presented as goals, objectives and policies.

### OPEN SPACE POLICY

#### Goal

The City shall provide sufficient areas for a range of open space and recreational opportunities to meet the needs of an expanding population and tourism.

#### Objective

The City shall use a variety of methods to ensure that open space, parks and recreational opportunities are established.

#### Policy

The City shall identify historical, cultural and archaeological resources, and seek means to assure that the heritage is preserved.

#### Policy

The City shall preserve agricultural lands surrounding the core of the City. The amount of agricultural lands to be preserved should be sufficient to maintain the rural agricultural character and to ensure a viable economic unit for continuing agricultural production.

#### Policy

The City shall identify and preserve a corridor of public open space for trails and wildlife habitat along the Whitewater River.

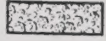
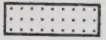
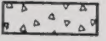
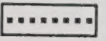
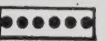
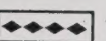
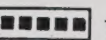






# CITY OF COACHELLA GENERAL PLAN

## Open Space Policy Diagram

-  Open Space
-  Proposed Golf Course
-  Watercourse/Flood Control/Canal
-  Existing/Committed Park Facilities
-  Proposed Park Facilities
-  Agricultural Retention Area
-  Existing Date Palm Grove
-  Mineral Resources Area
-  Mecca Hills Wilderness Area
-  Geologic Landmark
-  Proposed Pedestrian/Bicycle Corridor
-  Proposed Equestrian Trail Corridor
-  Proposed Multiuse Trail Corridor

Notes:  
Locations and alignments of proposed facilities are conceptual.  
Trails outside the study area reflect trails planned by other jurisdictions.

Sources:  
City of Coachella  
Smith, Peroni & Fox

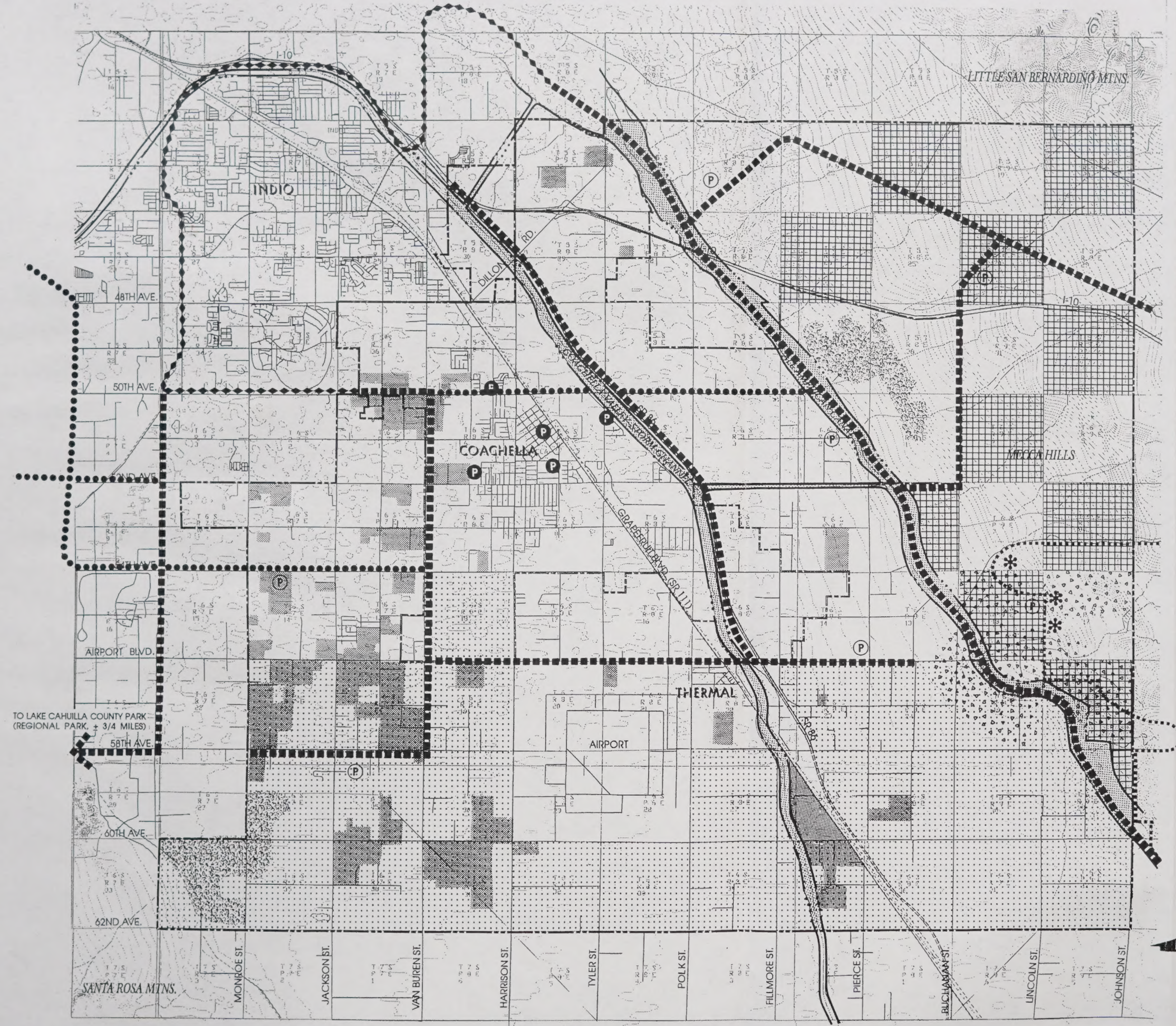
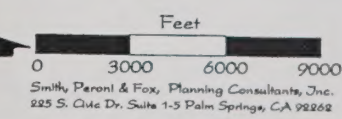


Figure 47







# CITY OF COACHELLA GENERAL PLAN

## Park and Recreation Policy Diagram

### Existing Parks

- 1 De Oro Park (4.0 ac.)
- 2 Bagdouma Park (34.3 ac.)
- 3 City Hall Park (2.4 ac.)
- 4 Dateland Park (4.0 ac.)
- 5 Sierra Vista Park (2.6 ac.)

RP Proposed Regional Park  
(± 150 acres, 10 mile radius)

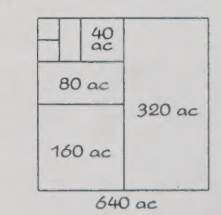
CP#1 Proposed Community Park  
(± 10-30 acres, 1-2 mile radius)

 County Land

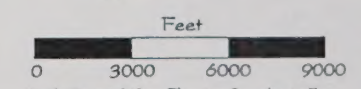
Note:  
Proposed park locations shown are conceptual. Actual future parks will be sited in accordance with general plan policies.

Neighborhood Parks (±0.3-10 acres, 1/2 mile radius) are not shown but will be sited in accordance with general plan policies.

Outer circles represent radius of influence.



Source:  
City of Coachella



Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

Figure 48







## **Policy**

The City shall require the dedication of real property to provide public access to the Whitewater River.

## **Policy**

The City shall seek dedications of real property and improvements for bicycles paths in residential subdivisions.

## **Policy**

The City shall support efforts to preserve the surrounding mountains and hills which provide the scenic visual backdrop to the community.

## **Policy**

The City shall request that the Riverside County Board of Supervisors support efforts to preserve agriculture and open space.

## **Policy**

The City shall identify mineral, plant, wildlife, archaeologic, historic and paleontologic sites suitable for preservation and development for public display.

## **Policy**

The City shall identify areas of plant and wildlife habitat for rare and endangered species that may be suitable for preservation as open space.

## **PARKS & RECREATION POLICY**

### **Goal**

The City shall ensure the provision of facilities for a variety of parks and recreation activities.

### **Objective**

The City shall acquire and develop an adequate amount of parkland to serve the population.

## **Policy**

The City shall encourage continued cooperation among the city, school districts, and all other public interest groups to maximize recreational opportunities.

## **Policy**

The City shall encourage neighborhood park development adjacent to school sites to maximize land and facility use.

## **Policy**

The City shall negotiate a joint use agreement between the school district and the city to use school sites for parks.

## **Policy**

The City shall provide for park acreage at 3 acres per 1000 residents.





## **Policy**

Open space required because of planning constraints (such as floodplains) shall not be considered park land towards the 3 acres per 1000 resident standard.

## **Policy**

The City shall provide regional, community and neighborhood parks.

## **Policy**

New development projects for multiple family residential or self contained planned developments shall be required to provide additional recreational amenities within their project.

## **Policy**

The City may require the dedication of real property and improvements for parks and recreation for new projects.

## **Policy**

The City shall establish ordinances to require residential subdivision developers to provide park and recreation land and/or in-lieu fees, as well as, specifying acceptable uses and expenditures of such funds pursuant to The Quimby Act of 1965, California Government Code Section 66477.

## **Policy**

The City shall provide public parks as a component of the Entertainment Area to enhance the attractiveness and accessibility of this tourist destination.

## **Policy**

The City shall develop a plan for a waterway in the Entertainment Area to be utilized for the transport of tourists from one location to another and the waterway shall also be developed for recreational use with parks adjacent for public access.

## **Policy**

The City shall identify and implement park and recreation projects and programs which revitalize the Downtown area.

## **Policy**

The City shall utilize natural and man-made features to link recreation and open space areas in Coachella with state, county and regional trails.

## **Policy**

The City shall coordinate with Coachella Valley Recreation & Park District (CVRPD) in the provision of recreational activities within the community.

## **Policy**

The City shall work with the colonias to identify park and recreational needs in each of the neighborhoods.

## **IMPLEMENTATION PROGRAM**

The various actions, programs and strategies the City should take to implement the Goals, Objectives and Policies of the Open Space Element are presented on Figure 49, the Open Space & Parks Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the circulation system development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.





**FIGURE 49**

**CITY OF COACHELLA OPEN SPACE ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                                                                                                                                               | <b>Purpose</b>                                                   | <b>Key Participants</b>                                                               |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Identify historical, cultural and archaeological resources to be preserved including funding sources                                                                                                                         | To preserve our heritage                                         | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department |
| Identify and preserve a corridor of public open space for trails and wildlife habitat along the Whitewater River                                                                                                             | To provide recreational opportunities and preserve wildlife      | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department |
| Support efforts to preserve surrounding mountains and hills                                                                                                                                                                  | To preserve open space and visual aesthetics                     | City Council<br>Planning Commission<br>Planning Department                            |
| Identify mineral, plant, wildlife, archaeologic, historic and paleontologic sites suitable for preservation and development for public display                                                                               | To conserve our resources and provide recreational opportunities | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department |
| Identify areas of plant and wildlife habitat suitable for preservation                                                                                                                                                       | To preserve rare and endangered species                          | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department |
| Negotiate a joint use agreement between the school district and the City to use school sites for parks                                                                                                                       | To maximize park availability                                    | City Council<br>City Manager                                                          |
| Prepare and adopt ordinances to require residential subdivision developers to provide park and recreation land and/or in-lieu fees as well as specify uses and expenditures of such funds pursuant to the Quimby Act of 1965 | To develop parks and recreational facilities                     | City Council<br>Planning Department<br>Public Works Department                        |



|                                                                                                           |                                                                                       |                                                                                             |                                                                               |                                                                           |                                                                                          |
|-----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|---------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| 1. The first step in the process of identifying a problem is to define the problem clearly and concisely. | 2. The second step is to gather information about the problem and its causes.         | 3. The third step is to analyze the information and identify the root cause of the problem. | 4. The fourth step is to develop a plan of action to address the problem.     | 5. The fifth step is to implement the plan and monitor the results.       | 6. The sixth step is to evaluate the results and make adjustments as needed.             |
| 7. The seventh step is to document the process and the results.                                           | 8. The eighth step is to communicate the results to the relevant stakeholders.        | 9. The ninth step is to review the process and the results.                                 | 10. The tenth step is to conclude the process and the results.                | 11. The eleventh step is to reflect on the process and the results.       | 12. The twelfth step is to learn from the process and the results.                       |
| 13. The thirteenth step is to apply the lessons learned to future problems.                               | 14. The fourteenth step is to share the lessons learned with others.                  | 15. The fifteenth step is to celebrate the success of the process and the results.          | 16. The sixteenth step is to continue to improve the process and the results. | 17. The seventeenth step is to maintain the results over time.            | 18. The eighteenth step is to ensure the sustainability of the results.                  |
| 19. The nineteenth step is to evaluate the overall impact of the process and the results.                 | 20. The twentieth step is to report on the process and the results.                   | 21. The twenty-first step is to conclude the process and the results.                       | 22. The twenty-second step is to reflect on the process and the results.      | 23. The twenty-third step is to learn from the process and the results.   | 24. The twenty-fourth step is to apply the lessons learned to future problems.           |
| 25. The twenty-fifth step is to share the lessons learned with others.                                    | 26. The twenty-sixth step is to celebrate the success of the process and the results. | 27. The twenty-seventh step is to continue to improve the process and the results.          | 28. The twenty-eighth step is to maintain the results over time.              | 29. The twenty-ninth step is to ensure the sustainability of the results. | 30. The thirtieth step is to evaluate the overall impact of the process and the results. |

# THE UNIVERSITY OF THE SOUTH PACIFIC

| Implementation Measures                                                                                                                           | Purpose                                                   | Key Participants                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Develop a plan for a waterway in the Entertainment Area                                                                                           | To provide recreational opportunities and attract tourism | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department                                            |
| Coordinate with the Bureau of Land Management and The National Parks Service to develop access to the Joshua Tree National Park from Dillon Road. | To provide recreational opportunities and attract tourism | City Council<br>Planning Commission<br>Planning Department<br>Public Works Department                                            |
| Work with the colonias to identify park and recreational needs and opportunities in each neighborhood                                             | To adequately represent the needs of the residents        | City Council<br>Planning Commission<br>Planning Department<br>Code Enforcement Department<br>Public Works Department<br>Colonias |
| Coordinate with CVRPD in the provision of recreational activities in the community                                                                | To maximize recreational opportunities                    | City Council<br>City Manager<br>CVRPD                                                                                            |



|   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
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| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|

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# AGRICULTURAL ELEMENT

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The Agricultural Element of the Coachella General Plan identifies and establishes the City's official policy relative to the identification, preservation and management of agricultural lands within the City. The purpose of the Agricultural Element is to provide official City policy which:

- Protects productive agricultural land
- Preserves the historic element of agricultural land and underscores the significance of this industry for Coachella
- Provides for compatibility of urban development that is established adjacent to agricultural land

Coachella's past is strongly tied to agricultural production and this continues today. The City's desire is to blend this segment of Coachella's economy with opportunities that have been identified in the entertainment and tourism industries.

## EXISTING SETTING

Agriculture is an important economic segment for California, which is the leading agriculture producing state in the nation. Furthermore, Riverside County is the leading agriculture producing county in Southern California. This is reflected by the fact that agricultural production is the leading industry in the County in terms of dollar value and is a significant source of employment for County residents.

Within the Planning Area, there are approximately 21,840 acres of agricultural land, 3,800 in the incorporated area and 18,040 in the unincorporated area. This land is primarily located to the east and south of the existing urbanized area of Coachella. There are a substantial number of date groves and citrus orchards in the area, as well as grape, lettuce, corn and carrot production.

## SUMMARY OF KEY PLANNING ISSUES

The following key planning issues are addressed in the policies of the Agricultural Element.

- Agriculture plays an important role in the economic, social, and physical fabric of

Coachella, however increasing urbanization will tend to displace agricultural land over time. It is, therefore, important to retain a critical mass of productive agricultural land to maintain Coachella's identity and support the agricultural component of Coachella's economy.

- In addition to the production and sale of crops, agriculture has the potential to contribute to Coachella's identity as a tourist destination by incorporating visitor serving areas such as tasting rooms, produce stands and agricultural demonstration projects.
- As urbanization increases, the potential for land use conflicts between agricultural and urban uses will also grow. Provision of transitional interfaces between agricultural lands and future adjacent urban development is important.
- Agriculture can be a source of environmental concern including the use of pesticides and fertilizers, noise and dust associated with farm equipment and similar issues. Protection of environmental resources through appropriate land use restrictions and operational methods is important.
- Provision of adequate quantities of suitable irrigation water is a critical component of cultivation in the Coachella Valley. As the area develops, urban uses will compete more strongly with agriculture for water resources. Provisions should be made to protect the agricultural share of this resource to ensure continued viability of the agricultural industry.
- Agriculture is dependent upon an existing infrastructure of pipelines which deliver irrigation water and agricultural tile drains which keep fields from becoming inundated. Urbanization could put these systems at risk by interrupting water supply or increasing drainage contribution to the tile drains thereby eroding their ability to drain fields. Consideration should be given to protecting the viability of existing irrigation pipe and tile drain infrastructure.
- The need to provide housing for seasonal workers is an issue unique to agricultural areas. This is further compounded in Coachella since the agricultural season lasts for





three quarters of the year and is, therefore, almost a year-round consideration. There is also a tendency for this housing to be substandard and sometimes illegal. The General Plan should address a strategy for the provision of safe, sanitary and legal farmworker housing.

- Investment in agriculture must earn a reasonable return to continue as a viable industry. Weather, commodity prices and other uncontrollable factors can cause farm incomes to vary considerably from year to year. Furthermore, the sale or encumbrance of land as collateral is frequently used as a source of capital which can lead to the loss of agricultural land. An economic environment with maximum stability is, therefore, of great importance in maintaining land in agricultural use.
- Much of the prime agricultural land upon which Coachella depends is under the jurisdiction of Riverside County.

## AGRICULTURAL VISION STATEMENT

The essence of Coachella's vision for agriculture is captured in the following statement.

The City of Coachella's vision of the future for Agriculture focuses on the continued importance of the agri-business industry. Care should be given in continuing the vitality of agri-business, enhancing agriculture by identifying and promoting corollary agri-businesses, and combining this historic use with the proposed entertainment and tourism opportunities.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Agricultural Element is one of thirteen elements in the Coachella General Plan. The development policies within the Agricultural Element are closely related to the policies within the Land Use, Conservation, Open Space and Economic Development Elements.

## REFERENCES

The following documents contain information critical to the Agricultural Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Land Use Element
- Circulation Element
- Infrastructure & Public Services Element

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report

## OVERVIEW OF THE AGRICULTURAL POLICY DIAGRAM

The graphic depiction of the City of Coachella's official policy relative to conservation is presented on Figure 50, Agricultural Policy Diagram. This diagram illustrates the general pattern of agricultural land uses and policy area issues in the City at buildout.

Many of the development policies included within the Agricultural Element are the basis for Figure 51. The Agricultural Policy Diagram should be used as a general guide for the identification and location of agricultural areas in the City. The diagram should be used in combination with the written development policies, standards and other guidelines in the text of the Agricultural Element.

## AGRICULTURAL ELEMENT GOALS, OBJECTIVES AND POLICIES

The City of Coachella's official development policies related to Agriculture are presented below. In the context of this General Plan, development policies include Goals, Objectives and Policies based on the definitions within the Introduction.

These development policies are established to guide the designation, identification, preservation and management of agricultural resources in the future. Development policies by topical area are presented on the following pages.



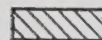


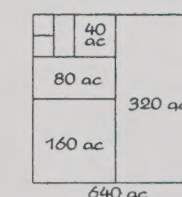




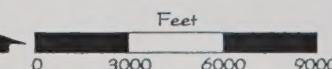


## Agricultural Policy Diagram

-  Agricultural Retention Area
-  Agriculture to Urban Transition Area
-  Date Palm Groves



Sources:  
City of Coachella  
Smith, Peroni & Fox



Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr. Suite 1-5 Palm Springs, CA 92262

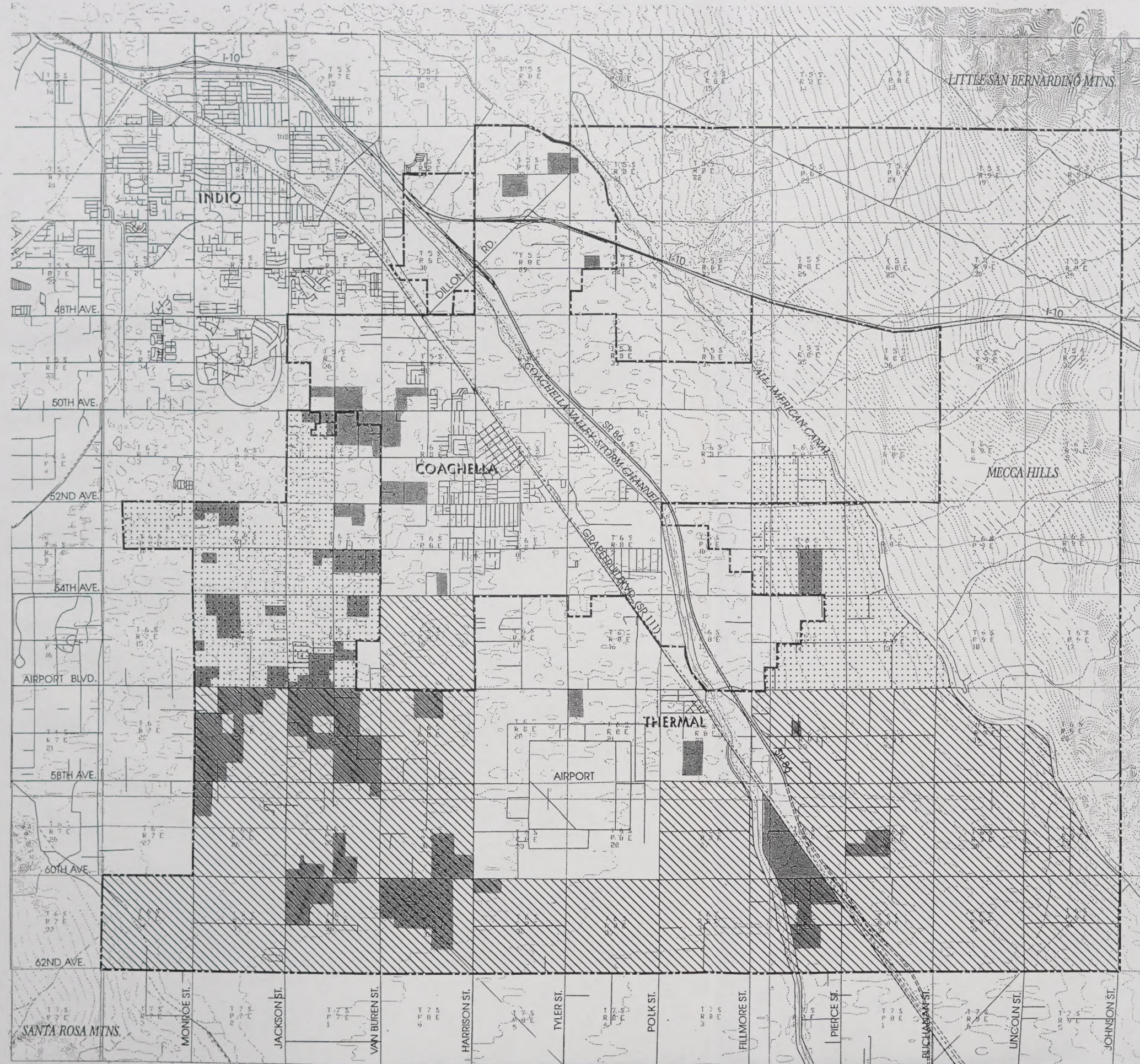


Figure 50





## **AGRICULTURAL ELEMENT DEVELOPMENT POLICIES**

### **Goal**

The City shall support a stable and productive agricultural industry for its contributions to the local economy, lifestyle, air quality, habitat value and sense of Coachella's heritage.

### **Objective**

The City shall seek the maximum preservation of productive agricultural land.

### **Policy**

The City shall designate the most productive agricultural lands as Agriculture (AG) for preservation.

### **Policy**

The City shall seek to retain in active cultivation the maximum amount of lands designated Agriculture (AG) on the Land Use Policy Diagram.

### **Policy**

The City shall encourage the preservation of date groves, citrus orchards, vineyards and other crops which require substantial growth before achieving mature production rates.

### **Policy**

The City shall encourage the integration of date groves into open space and recreational facilities whenever possible. Where preservation of date groves is not feasible, the City shall encourage the relocation of date palm trees to other locations within the City of Coachella and its immediate environs for their aesthetic and visual value.

### **Policy**

The City shall encourage urban development to locate in areas which are not designated as Agriculture (AG) on the Land Use Policy Diagram.

### **Policy**

The City shall encourage Williamson Act contracts within the areas designated for agricultural preservation.

### **Policy**

The City shall petition the Riverside County Local Agency Formation Commission (LAFCO) to expand Coachella's Sphere of Influence to include all lands within the Planning Area.

### **Objective**

The City shall seek to minimize conflicts between agricultural and non-agricultural uses in areas designated for agricultural production.

### **Policy**

The City shall encourage uses which are compatible with agriculture, including equestrian stables, date grove tours, the packing industry, refrigeration and distribution facilities and new product development.

### **Policy**

Anticipated conflicts between a proposed new use and existing agricultural activities shall be mitigated by the non-agricultural use.

### **Policy**

The impacts of agriculture on residential development include noise, dust, aerial spraying and farm worker housing. The City shall require residential development on parcels adjacent to lands designated Agriculture (AG) to provide an assessment of impacts from adjacent agricultural uses and recommend buffers and other design features to mitigate the impacts.

### **Policy**

The City shall encourage cluster development on residential parcels adjacent to lands designated Agriculture (AG) placing dwellings as far as possible from agricultural lands. The use of green belts or open space areas ranging from 100' to 300' in



The first element of the research is the identification of the research problem. This is done by reviewing the literature and identifying the gaps in knowledge.

Page

The second element of the research is the formulation of the research objectives. These objectives should be clear, specific, and measurable.

The third element of the research is the design of the study. This involves determining the research methods, data collection techniques, and analysis procedures.

Page

The fourth element of the research is the implementation of the study. This involves carrying out the data collection and analysis procedures.

Page

The fifth element of the research is the interpretation of the results. This involves drawing conclusions from the data and discussing the implications of the findings.

Page

The sixth element of the research is the dissemination of the results. This involves presenting the findings at conferences, publishing articles, and writing reports.

Page

The seventh element of the research is the evaluation of the research process. This involves reflecting on the strengths and weaknesses of the study and identifying areas for improvement.

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The seventh element of the research is the evaluation of the research process. This involves reflecting on the strengths and weaknesses of the study and identifying areas for improvement.

width and containing landscaping, fencing and other buffering elements is recommended.

### **Policy**

The City shall develop and institute a program of incentives, including density bonus and density transfer, which will allow development to occur within the Agriculture to Urban Transition Overlay while preserving or incorporating agricultural lands.

### **Policy**

The City shall develop appropriate standards to allow limited, compatible visitor serving areas, such as tasting rooms and produce stands, which are not detrimental to the primary use of the land.

### **Objective**

The City shall work to ensure the reliable supply and delivery of irrigation water and the continued removal of excess drainage from agricultural lands.

### **Policy**

The City shall cooperate with CVWD in the development of programs to ensure adequate amounts of irrigation water for agricultural use.

### **Policy**

The City shall coordinate with CVWD in the review of development projects to ensure that there is no negative impact to the continued ability of the area's agricultural irrigation pipeline and tile drainage systems to serve existing agriculture.

### **Objective**

The City shall use a variety of alternative means to assist in creating a stable economic environment for farming.

### **Policy**

The City shall establish procedures and standards in the Zoning Ordinance to distinguish agricultural uses and activities which may be approved by administrative action and to expedite the processing

of permits for agricultural and related uses.

### **Policy**

The City shall promote produce "Grown in Coachella", whenever possible.

### **Objective**

The City shall encourage sound agricultural practices which minimize environmental damage and maximize production capabilities.

### **Policy**

The City shall encourage the use of permanent physical features or barriers to separate agriculture from other development uses, wherever possible. Such features include canals, roads, railroads, levees and topographical features.

### **Policy**

The City shall promote the utilization of soil conservation practices as recommended by the U.S. Soil Conservation Service.

### **Policy**

The City shall support state and federal legislation that limits the amounts and types of pesticides used that may have an adverse effect on water quality.

### **Policy**

The City shall support programs that would supply reclaimed water for agricultural uses.

### **Policy**

The City shall encourage the use of renewable energy sources on agricultural lands, as long as, the energy installation is compatible with the agricultural use.

### **Policy**

The Goals, Objectives and Policies included in the Conservation and Environmental Hazards & Safety Elements are incorporated herein by reference.



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**Objective**

The City shall allow and encourage the development of adequate amounts of safe, sanitary farmworker housing in agricultural areas.

**Policy**

The City shall coordinate with Riverside County to develop appropriate standards and pre-approved plans for temporary, seasonal and dormitory housing and shall adopt and implement the necessary ordinances.

**Policy**

The City shall encourage lending institutions to find creative methods to finance housing construction without encumbering the entire farm and without requiring subdivision.

**Policy**

The City shall assist non-profit organizations or other agencies in their efforts to establish a program to provide safe and adequate housing for farmworkers.

**AGRICULTURAL ELEMENT  
IMPLEMENTATION MEASURES**

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Agricultural Element are presented on Figure 51, the City of Coachella Agricultural Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the agricultural development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



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**FIGURE 51**

**CITY OF COACHELLA AGRICULTURAL ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                         | <b>Purpose</b>                                      | <b>Key Participants</b>                                                                                          |
|--------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Develop and implement a program of density bonuses and density transfers for agricultural preservation | To encourage agricultural preservation              | City Council<br>Planning Commission<br>Planning Department                                                       |
| Develop standards for visitor centers that promote agriculture and local products                      | To promote local produce                            | City Council<br>Planning Commission<br>Planning Department                                                       |
| Adopt procedures for farmworker housing and for cultural event associated with agriculture             | To encourage safe, sanitary housing for farmworkers | City Council<br>Planning Commission<br>Planning Department<br>Building Department<br>Code Enforcement Department |











# ENVIRONMENTAL HAZARDS & SAFETY ELEMENT

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The Environmental Hazards & Safety Element of the General Plan identifies the City's policy concerning natural and manmade hazards in order to increase the community's public safety. This element will consider the reduction and abatement of those hazards. The Environmental Hazards & Safety Element contains the state mandated Noise and Safety Element and the optional Air Quality Element.

This element shall also serve as the guideline for compliance with the state's noise insulation standards as set forth in CCR Part 2, Title 24 and government code section 65302(f).

## EXISTING SETTING

**Geologic Seismic Hazards** - The General Plan Area lies within the Coachella Valley, which is the lowland area lying west of the Indio and Mecca Hills and Orocopia Mountains and east of the Santa Rosa Mountains. This valley is actually very young (geologic time scale) and is a direct product of the extensional tectonics related to the Mid-Tertiary Salton Sea-Trough detachment fault, the Orocopia detachment system and the more modern San Andreas fault system. Detachment faulting associated with this extensional deformation, along with strike-slip faulting of the San Andreas formed these basin bounding mountains and low lying hills. Erosion of these elevated areas along with deposition from the Gulf of California and Colorado River have provided as much as 12,000 feet of sediments to fill this low land basin area.

Several active faults that either transect or are in close proximity to the Planning Area have been listed by the California Division of Mines and Geology (CDMG) as Alquist-Priolo Earthquake Fault Hazard Zones (APEFHZ) or County Fault Hazard Zones. These faults include:

- The San Andreas fault zone
- Painted Canyon fault zone
- Skeleton Canyon fault zone
- Indio Hills fault zone
- Coachella Fan fault zone

Other active or potentially active faults that have not yet been included as APEFHZ also transect the

Planning Area. These faults include:

- The southeasterly fault segments or extensions of the Coachella Fan fault zone and Indio Hills fault
- The northwesterly extensions of the Painted Canyon and Skeleton Canyon fault zones

The above fault zone extensions are considered segments of the San Andreas fault zone and are not presently listed in APEFHZ or Riverside County Fault zones. However, based on currently available literature, they should be considered active, or at a minimum, potentially active.

The San Andreas and other fault zones within close proximity to the Planning Area are seismically active and are capable of generating strong ground shaking throughout the Coachella area. Maximum horizontal ground accelerations from 100 year probable earthquakes on these faults are anticipated to substantially exceed 0.4 g forces, which is the current maximum Uniform Building Code design value.

**Hydrogeologic Hazards** - There are two main water bearing aquifers in the Coachella area including a shallow (or semi-perched) water table to within several feet or inches of the ground surface due to a restrictive clay layer and a deep ground water aquifer hundreds of feet below the surface.

The deep water aquifer of the Thermal Subarea of the Coachella Valley Groundwater Basin contains significant groundwater resources and is the principal source of domestic water for Coachella and the other desert communities. An overdraft situation presently exists in this aquifer which the Coachella Valley Water District is managing through groundwater recharge programs.

Typically, as water is withdrawn from the lower aquifer and utilized for domestic, commercial and agricultural uses, excess runoff tends to recharge the shallow groundwater table. Historic shallow groundwater levels have been generally less than 10 feet below the ground surface.

Potential for hydrogeologic hazards is associated with both shallow and deep water aquifers. With the



# ENVIRONMENTAL HAZARDS & SAFETY ELEMENT

1. The purpose of this study is to identify and assess the environmental hazards and safety elements associated with the proposed project.

2. The study area is located in the vicinity of the proposed project site, and the results of the study will be used to inform the project's design and implementation.

3. The study will be conducted in accordance with the relevant regulatory requirements and standards, and the results will be presented in a clear and concise manner.

4. The study will be conducted in a systematic and thorough manner, and the results will be used to inform the project's design and implementation. The study will also identify any potential environmental hazards and safety elements that may be associated with the project.

5. The study will be conducted in a timely and efficient manner, and the results will be presented in a clear and concise manner. The study will also identify any potential environmental hazards and safety elements that may be associated with the project.

6. The study will be conducted in a systematic and thorough manner, and the results will be used to inform the project's design and implementation. The study will also identify any potential environmental hazards and safety elements that may be associated with the project.

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14. The study will be conducted in a systematic and thorough manner, and the results will be used to inform the project's design and implementation. The study will also identify any potential environmental hazards and safety elements that may be associated with the project.

15. The study will be conducted in a timely and efficient manner, and the results will be presented in a clear and concise manner. The study will also identify any potential environmental hazards and safety elements that may be associated with the project.

extraction of large volumes of groundwater, there is the potential for subsidence (i.e. the sinking or downward settling of the earth's surface). While subsidence has not been documented as a significant concern in the Coachella area, the current ground water withdrawal practices and geologic conditions are similar to areas of Riverside County experiencing subsidence problems.

In combination with unconsolidated soils and seismic shaking, the perched aquifer creates a high potential for liquefaction throughout the study area. Liquefaction causes differential settlement, sand boils, lateral spreading, and lurching type failures and often results in the settling or overturning of heavy structures as well as the rising to the surface of buried tanks or other buoyant infrastructure.

**Soil Hazards** - The majority of soils found in the Planning Area are developed from alluvial fans, valley fill, or lacustrine (lake) basins within the Coachella Valley. The remaining soils were developed over the hilly terrain such as the Mecca Hills and on old terraces such as those found at the base of Santa Rosa Mountains. The soils on alluvial fans and valley fill range from fine sands in dune areas; to gravely, cobbly, or stony sands adjacent to hillsides; and to sandy loams in the central portion of the Plan Area. Those soils formed within lacustrine basins in the southern portion of the Planning Area are generally loams that can have a clay, silt, and/or sandy component to their character. Finally, those soils situated on hilly terrain and terraces range from sands to loams and can exhibit gravely, cobbly, and/or clayey matrix.

Soils or soil series associations developed on alluvial fans, valley fill and lacustrine basins within the Planning Area include: 1) Carsitas-Myoma-Carrizo, 2) Myoma-Indio-Gilman, 3) Gilman-Coachella-Indio and 4) Salton-Indio-Gilman-Imperial associations. Soils or soil series associations developed on alluvial fans, old terraces and hilly terrain rimming the Planning Area include: 1) Chuckwalla-Badland and 2) the Badland-Carsitas associations.

While soils form a comparatively thin layer over the underlying geology, they can pose certain hazards themselves such as high susceptibility to wind erosion and blowsand with associated scouring and pitting damage to structures and vehicles, water erosion of soil which results in increased downstream sedimentation, slope instability including landslides and rockfalls, as well as expansive and collapsible soil hazards which can cause

foundations, masonry walls and swimming pools to crack.

**Flood Hazards** - The General Plan Study Area lies within the lower end of the Coachella Hydrological Unit which encompasses approximately 1,600 square miles. This area is also referred to as the Whitewater River Basin in which all surface waters ultimately discharge into the Salton Sea. The Whitewater River originates in the San Bernardino Mountains and continues generally southward where it typically disappears into the sand west of Palm Springs. The dry watercourse then continues for about 50 miles through the Coachella Valley where it intercepts various other tributaries including Chino Creek, Tahquitz Creek, Palm Canyon Creek and Deep Creek before terminating at the Salton Sea. Only during seasonal storms does the watercourse convey significant flows and it has been channelized as the Coachella Valley Stormwater Channel along the lower branch, including that portion which passes through the City of Coachella, to control regional storm events.

Because the Coachella Valley Storm Channel effectively controls regional storm flows, flood hazards within the Coachella area are generally limited to the potential for seismically induced breach of the All American Canal, and the Coachella Stormwater Channel as well as isolated areas of localized nuisance flooding.

**Fire Hazards** - There are two critical facilities requiring special planning in regards to fire hazards. They are Armtec Defense Products, Inc. located at 85-901 Avenue 53. The second critical facility is the High Pressure Natural Gas Pipeline that runs parallel to the Southern Pacific Railroad Lines.

**Hazardous Materials** - The list of hazardous waste and substance sites located in the Coachella area as identified by the California Environmental Protection Agency, Department of Toxic Substances Control on December 1, 1994 is as follows:

- CVWD  
85-820 Avenue 52
- Arco Station #9924  
48-055 Grapefruit Boulevard
- Circle K #1303  
49-989 Grapefruit Boulevard



1. The first part of the document is a letter from the President of the United States to the Congress, dated January 3, 1801.

2. The second part is a report from the Secretary of the Navy, dated January 10, 1801, regarding the state of the Navy and the proposed increase in the number of ships.

3. The third part is a report from the Secretary of the Treasury, dated January 15, 1801, regarding the state of the Treasury and the proposed increase in the number of ships.

4. The fourth part is a report from the Secretary of the War, dated January 20, 1801, regarding the state of the War and the proposed increase in the number of ships.

5. The fifth part is a report from the Secretary of the Interior, dated January 25, 1801, regarding the state of the Interior and the proposed increase in the number of ships.

6. The sixth part is a report from the Secretary of the State, dated January 30, 1801, regarding the state of the State and the proposed increase in the number of ships.

7. The seventh part is a report from the Secretary of the Navy, dated February 5, 1801, regarding the state of the Navy and the proposed increase in the number of ships.

8. The eighth part is a report from the Secretary of the Treasury, dated February 10, 1801, regarding the state of the Treasury and the proposed increase in the number of ships.

9. The ninth part is a report from the Secretary of the War, dated February 15, 1801, regarding the state of the War and the proposed increase in the number of ships.

10. The tenth part is a report from the Secretary of the Interior, dated February 20, 1801, regarding the state of the Interior and the proposed increase in the number of ships.

11. The eleventh part is a report from the Secretary of the State, dated February 25, 1801, regarding the state of the State and the proposed increase in the number of ships.

- Former Circle K  
51-989 Grapefruit Boulevard
- Chevron Station #9-2447  
49-975 Harrison Street
- White's Black Gold Station #133  
52-138 Harrison Street
- Lucky's Auto Service  
51-229 Harrison Street
- DeLeon's Service  
51-298 Harrison Street
- CVUSD - Palm View Yard  
1101 Orchard Street
- Rancho Coachella - Lusardi  
54-000 Highway 111
- W. C. Hancock  
85-289 Highway 111
- Amigo Mini-mart  
85-509 Highway 111
- Coachella City Yard  
1670 Second Street
- Lee Escher Oil  
85-119 Avenue 50
- Circle K #330  
85-101 Avenue 52
- Riverside County Citrus Pest Control  
85-150 Avenue 54
- Coachella Fire Station #1  
1377 Sixth Street
- Quail Oil  
48-487 Highway 86
- Soco Apple Market #4  
50-890 Highway 86
- Autos Del Valle  
51-890 Highway 86

**Noise Hazards** - Noise hazards are presented in detail in the Coachella General Plan 2020 Environmental Impact Report and specifically in Section 3, pages 137 through 165 and in Appendix F Noise Element Background Study. These documents contain information critical to the Environmental Hazards & Safety and to the noise issue, and are specifically incorporated herein by reference.

The California Government Code 65302(f) requires the Noise Element to analyze and quantify current and projected noise levels. Identification of Noise Contours for highways, freeways, primary arterials, major local streets, railroad operations, ground rapid transit systems, airport operations, local industrial plants and other ground stationary noise sources were analyzed and quantified through the use of noise modeling. This information, as well as implementation measures and possible solutions that address existing and foreseeable noise problems, can be found in Appendix F Noise Element Background Study and more specifically on pages 4-1 through 4-7 and in the City of Coachella General Plan 2020 Environmental Impact Report pages 137 through 165, incorporated herein by reference.

**Safety Hazards** - Seismic and geologic hazards are presented in detail in the Coachella General Plan 2020 Environmental Impact Report and specifically in Section 3, pages 28 through 46 and in Appendix B, Seismic & Geological Technical Appendix to the Safety Element. These documents contain information critical to the Environmental Hazards & Safety Element and to the seismic and geologic issues, and are specifically incorporated herein by reference.

**Air Quality Hazards** - Air Quality hazards are presented in detail in the Coachella General Plan 2020 Environmental Impact Report and specifically in Section 3, pages 110 through 137, and in Appendix E, Air Quality Background Study. These documents contain information critical to the Environmental Hazards & Safety Element and to air quality issues, and are specifically incorporated herein by reference.

## SUMMARY OF KEY ENVIRONMENTAL HAZARDS & SAFETY ISSUES

- The San Andreas Fault runs along the base of the Mecca Hills with numerous smaller faults occurring throughout the Mecca Hills themselves. Fault locations should be determined and standards for development



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should be carefully regulated in this area to minimize structural damage and loss of life.

- Depth to groundwater is very shallow in much of Coachella. In combination with unconsolidated sediments and the potential for seismic shaking, liquefaction is a major concern throughout the study area and should be addressed through appropriate structural design requirements.
- Regional flooding in the Coachella area is effectively controlled by the Coachella Valley Stormwater Channel. There appears to be some revision and clarification needed regarding FEMA flood zones to remove some areas from designation and study or designate others.
- Some areas of local flooding exist within the study area. In particular, minor flooding occurs approximately once every two years on downtown streets which contribute flows to Shady Lane and Avenue 53. The City has developed engineering plans and is seeking funding to construct facilities which will alleviate this condition. Areas of periodic localized flooding also occur within the unincorporated area south of Coachella but, because of the rural, agricultural character of this area and the fact that flooding serves to complement irrigation, there are presently no plans to alleviate minor flooding in this area.
- Several high pressure gas lines cross the Planning Area following the railroad right-of-way which should be evaluated for conflict or damage due to train derailments. The relatively straight track alignment and flat terrain through Coachella would tend to reduce the likelihood of this type of incident.
- On any site specified as a Hazardous Waste & Substance Site, the City of Coachella is required to identify that fact prior to accepting as complete any application for a development project. In addition, appropriate notification is required to be given to the California Environmental Protection Agency.

## ENVIRONMENTAL HAZARDS & SAFETY VISION STATEMENT

The essence of Coachella's vision for the Environmental Hazards & Safety Element is captured in the following statement.

The City of Coachella's vision for the future concerning environmental hazards focuses on protecting the public from loss of life, health, or property damage due to the effects of natural and manmade hazards. Only when potential hazards are addressed can the community anticipate a safe and secure future and high quality of life for themselves and their children.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Environmental Hazards & Safety Element is one of thirteen interrelated elements in the Coachella General Plan. The Environmental Hazards & Safety Element is most closely related to the Land Use, Infrastructure & Public Services, Conservation and Open Space Elements. The Goals, Objectives and Policies of the Environmental Hazards Element shall relate directly to and shall be consistent with all other elements of the Coachella General Plan.

## REFERENCES

The following documents contain information critical to the Environmental Hazards & Safety Element and are specifically incorporated herein by reference:

### *City of Coachella General Plan 2020*

- Land Use Element
- Circulation Element
- Infrastructure & Public Services Element
- Agriculture Element
- Source Reduction and Recycling Plan, an optional Element
- Household Hazardous Waste Plan, an optional Element
- Thermal Airport Comprehensive Land Use Plan (excerpts included in Appendix B)

### *City of Coachella General Plan 2020 Environmental Impact Report and Appendices*

- Seismic and Geologic Technical Appendix
- Existing and Potential Mineral Resource Report
- Circulation Element Background Study
- Air Quality Background Study
- Noise Element Background Study
- Cultural Resources Technical Report





## **OVERVIEW OF THE ENVIRONMENTAL HAZARDS POLICY DIAGRAM**

Figure 52, Environmental Hazards Policy Diagram, illustrates seismic, soil and flood hazards. The City's official policy relative to noise hazards is presented on Figure 53, Design Noise Levels.

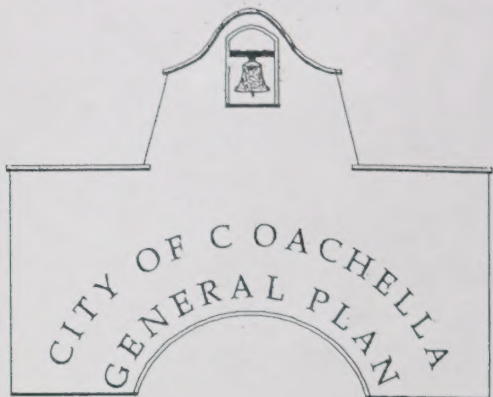
The environmental hazards illustrated on The Environmental Hazards Policy Diagram include existing seismic hazards, soil hazards, wind hazards and flood hazards that impact the community. Figures 54 through 63 illustrate each of these hazards individually as follows:

| Figure | Title                                                                   |
|--------|-------------------------------------------------------------------------|
| 54     | Regional Generalized Geologic Map                                       |
| 55     | Generalized Geologic Map                                                |
| 56     | Generalized Erosion Map                                                 |
| 57     | Landslide Potential                                                     |
| 58     | Expansive Soil Potential                                                |
| 59     | Fault Rupture Hazards                                                   |
| 60     | Shallow & Perched Groundwater<br>Generalized Liquefaction Potential Map |
| 61     | Seismicity Map                                                          |
| 62     | M4.0 or greater Seismicity Map                                          |
| 63     | Summary Geotechnical Hazards Map                                        |



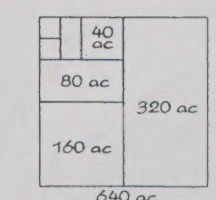




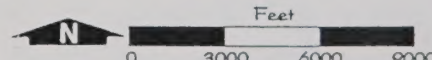


# Environmental Hazards Policy Diagram

- Seismic Hazards**
- San Andreas Fault  
(Alquist Priolo Earthquake Fault Zone)
  - Other Potential Fault Areas
- Soil Hazards**
- Potential Liquefaction Area
  - Soils With Expansion Potential
  - Soils With Erosion Potential
  - Active Blowsand Zone  
(Riverside County Planning Dept.)
  - Potential Landslide Area
- Flood Hazards**
- Areas with 100 Year Flood Plain designation (FJRM Zone A, AO)
  - Limit of FJRM Study



Note: Refer to EJR for more specific delineation of hazards shown on this diagram.



Smith, Peroni & Fox, Planning Consultants, Inc.  
225 S. Civic Dr., Suite 1-5 Palm Springs, CA 92262

Figure 52

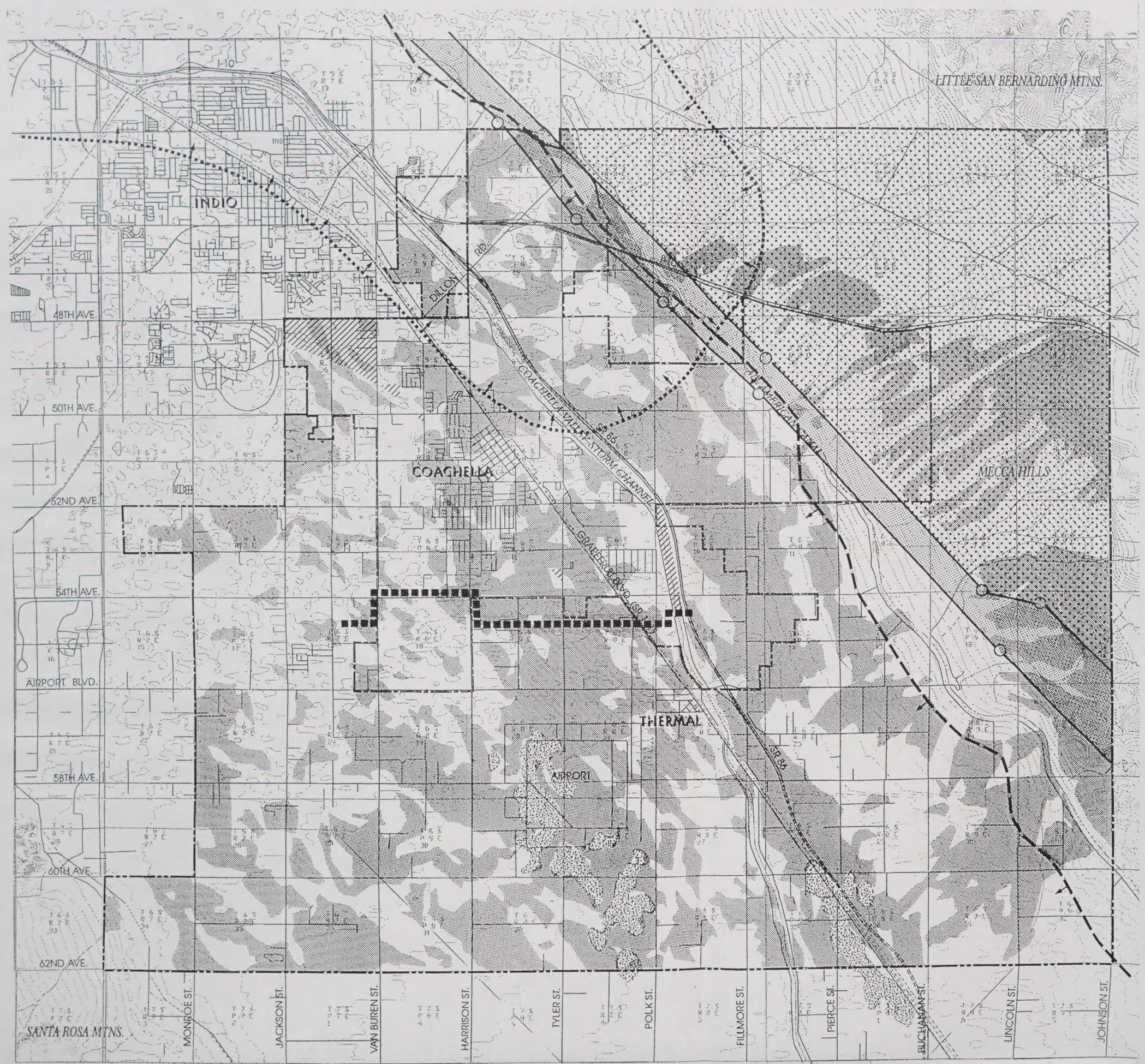
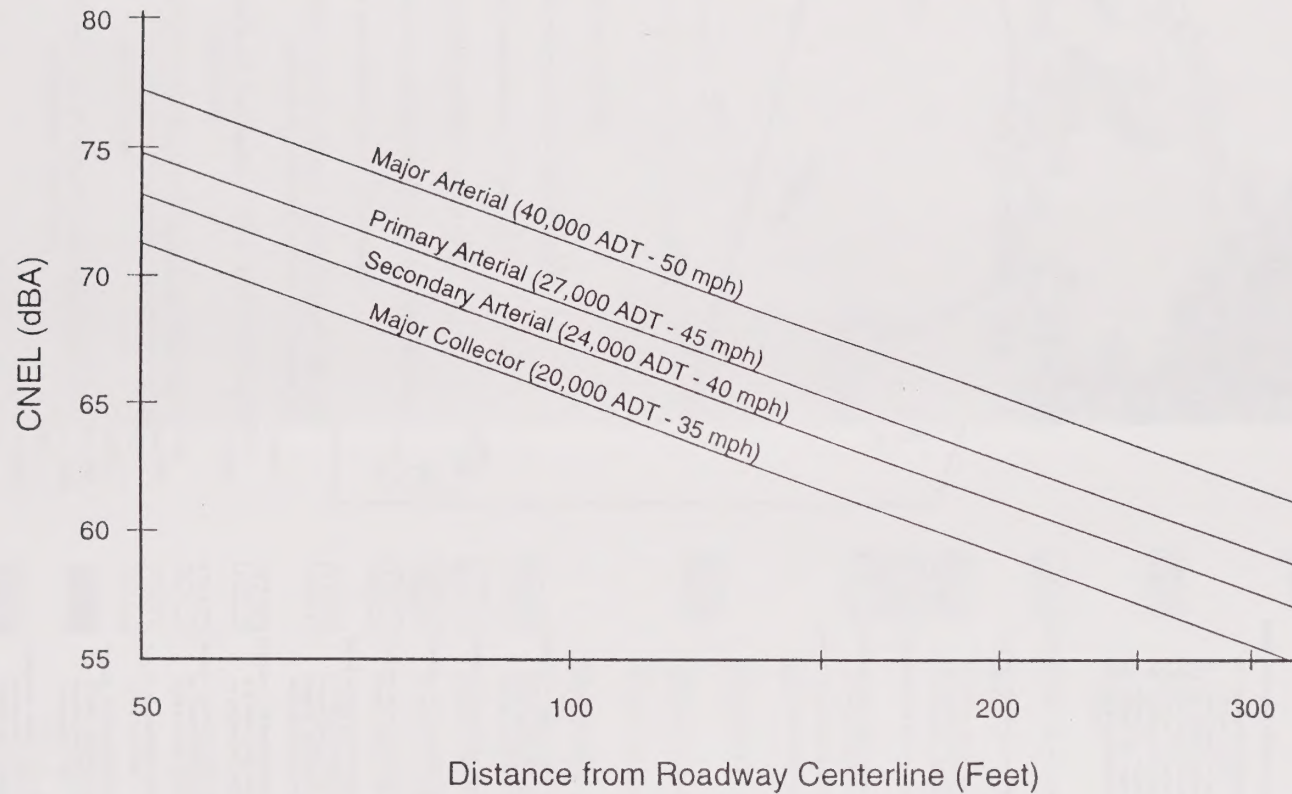






Figure 53

Design Noise Levels for City of Coachella  
(Assumes 8% Truck Mix)



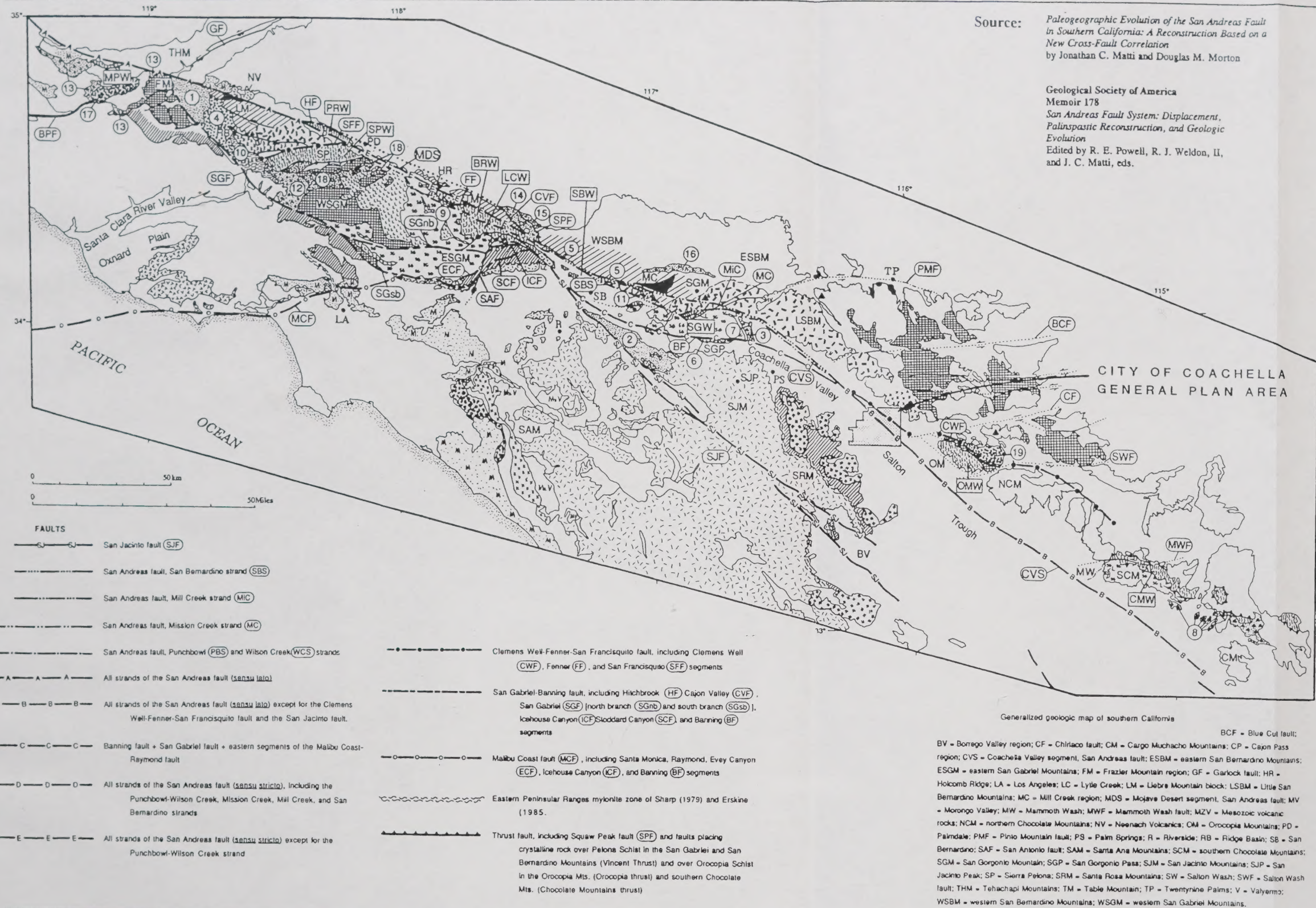
Design Noise Levels











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30020 Windward Drive, Canyon Lake, CA 92587

Coachella General Plan Area

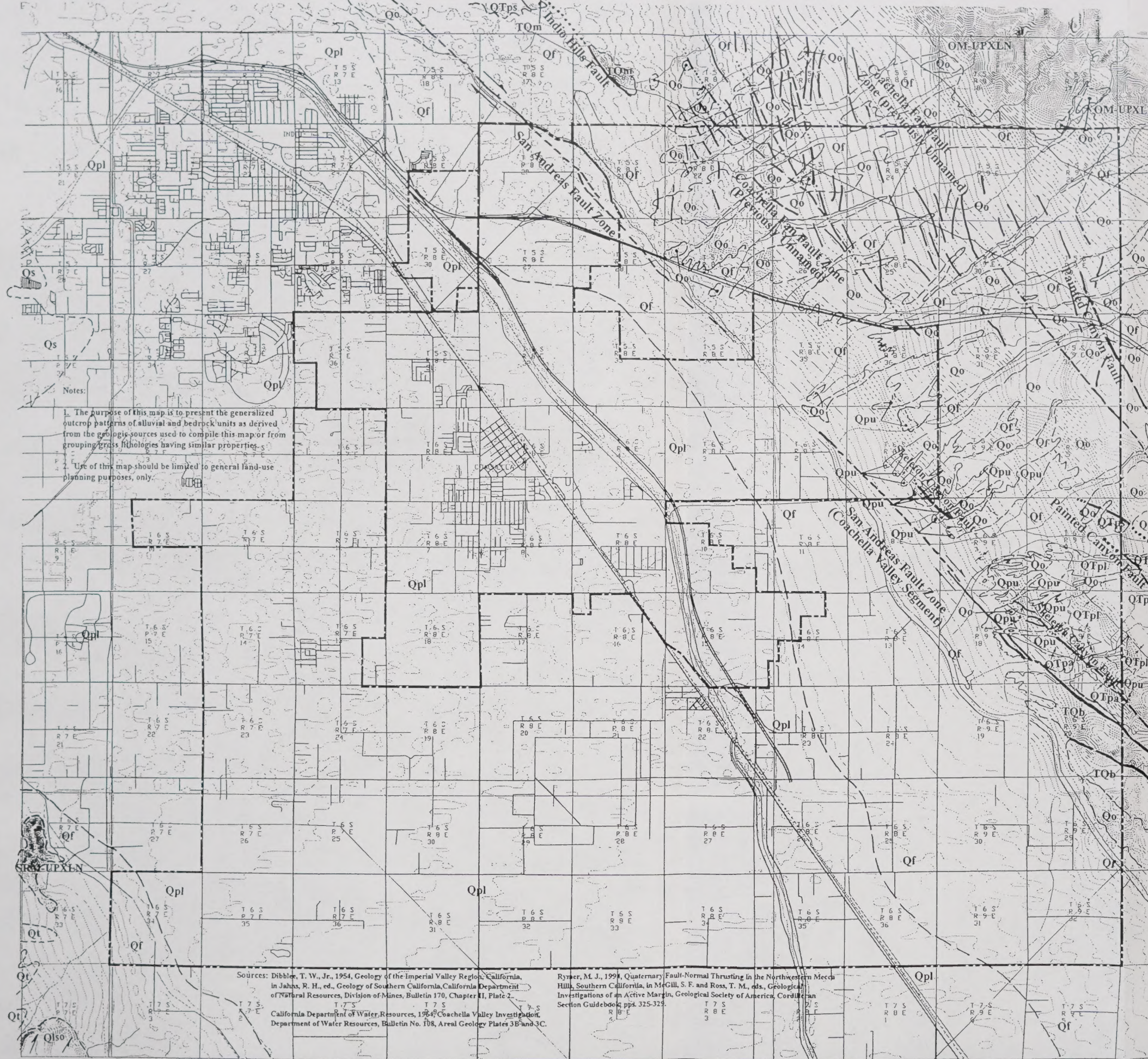
Figure 54

Regional Generalized Geologic Map









# EXPLANATION

## Geologic Units

- Qs - Dune Sand
- Qf - Alluvial Fan and Stream Deposits within Mountain or Hill Areas
- Qpl - Alluvial Plain and Lake Deposits (includes Active Channel Deposits)
- Qt - Older Alluvial Fan and Terrace Deposits
- Qiso - Landslide Deposits, older
- Qo - Ocotillo Conglomerate
- Qpu - Upper Palm Springs Formation

- Qtpa - Arkosic facies of the Palm Springs Formation
- QTpl - Lower Palm Springs Formation
- QTps - Undifferentiated Palm Springs Formation
- TQb - Borrego Formation
- TQm - Mecca Formation

- SRM-UPXLN - Upper Plate Crystalline (Granitic) Rocks of the Santa Rosa Mountains Detachment Fault Complex
- OM-UPXLN - Upper Plate Crystalline (Granitic) Rocks of the Orocoopia Mountains Detachment Fault Complex

## Geologic Symbols

- Contact, Dashed Where Inferred and Questionable
- Fault, Dashed Where Approximately Located, Dotted Where Concealed or Inferred, Arrows Indicate Direction of Relative Lateral Movement
- Anticline, Dashed Where Approximately Located
- Syncline, Dashed Where Approximately Located
- Landslide Areas, Arrows Indicate Direction of Movement

Notes:

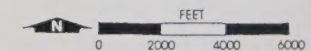
1. The purpose of this map is to present the generalized outcrop patterns of alluvial and bedrock units as derived from the geologic sources used to compile this map or from grouping of lithologies having similar properties.
2. Use of this map should be limited to general land-use planning purposes, only.

Sources: Dibble, T. W., Jr., 1954, Geology of the Imperial Valley Region, California, in Jahns, R. H., ed., Geology of Southern California, California Department of Natural Resources, Division of Mines, Bulletin 170, Chapter II, Plate 2.

Rymer, M. J., 1994, Quaternary Fault-Normal Thrusting in the Northwestern Mecca Hills, Southern California, in McGill, S. F. and Ross, T. M., eds., Geological Investigations of an Active Margin, Geological Society of America, Cordilleran Section Guidebook, pp. 325-329.

California Department of Water Resources, 1974, Coachella Valley Investigation, Department of Water Resources, Bulletin No. 108, Areal Geology Plates 3B and 3C.

Coachella General Plan Area  
Figure 55  
Generalized Geologic Map

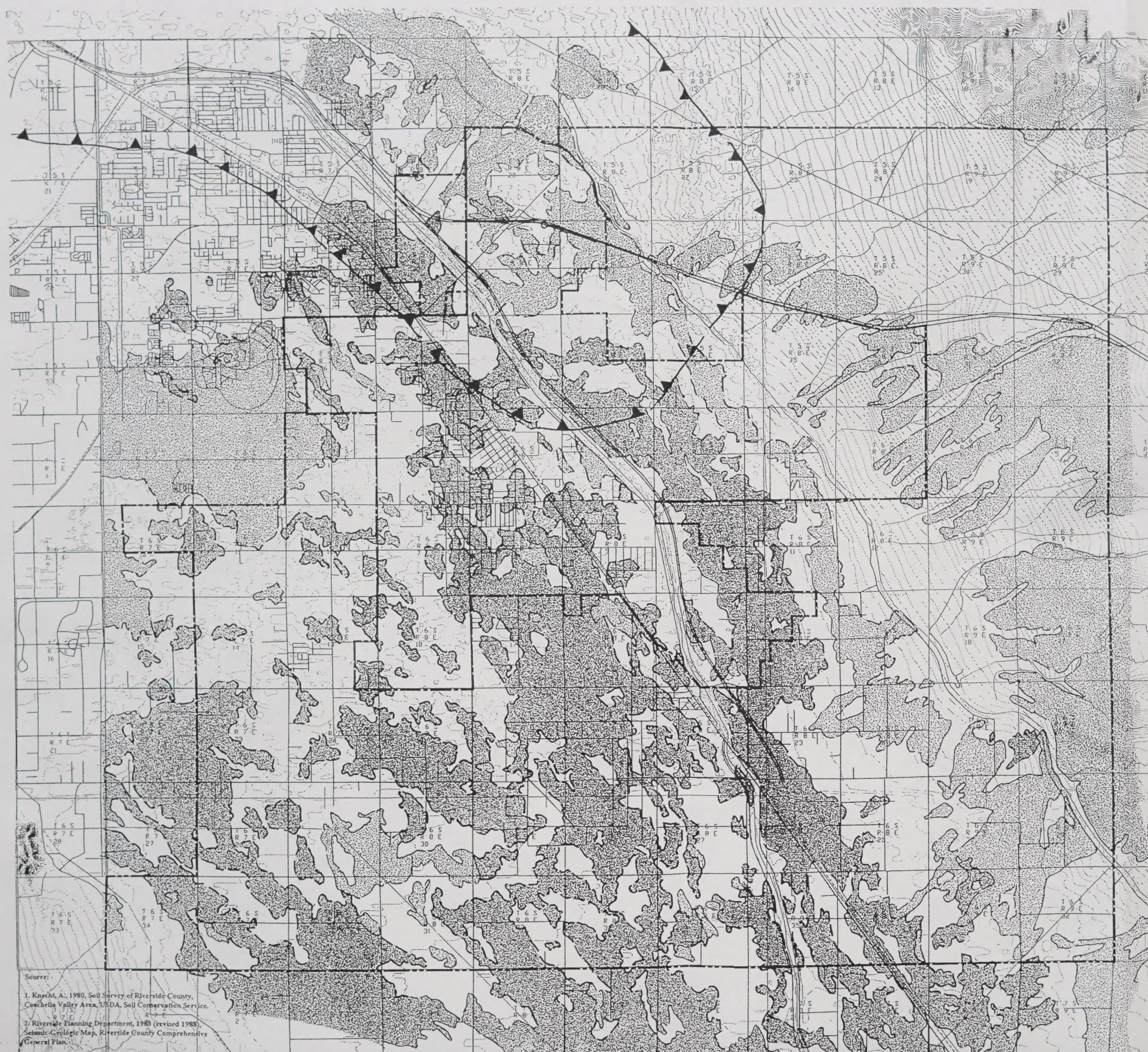


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CITY OF COACHELLA  
GENERAL PLAN

**Explanation**

**Erosion Potential**

- High to Very High; includes Coachella and Myoma Soil Series (primarily blow sand), and Badlands areas east of the Coachella Canal (water erosion).
- High; includes Indio Soil Series (primarily wind erosion).

- Active Blow Sand Area Boundary  
(Riverside County Planning Department)

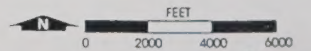
**Notes:**

1. The wind and water erosion potential depicted on this map is based on information obtained from the Soil Conservation Service for the Planning Area. Some soils series have been grouped together based on common characteristics. In this regard, the use of this figure should be limited to general land-use planning purposes, only.

**Source:**

1. Knecht, A., 1980, Soil Survey of Riverside County, Coachella Valley Area, USDA, Soil Conservation Service.
2. Riverside Planning Department, 1983 (revised 1988), Seismic-Geologic Map, Riverside County Comprehensive General Plan.

Coachella General Plan Area  
Figure 56  
Generalized Erosion Potential

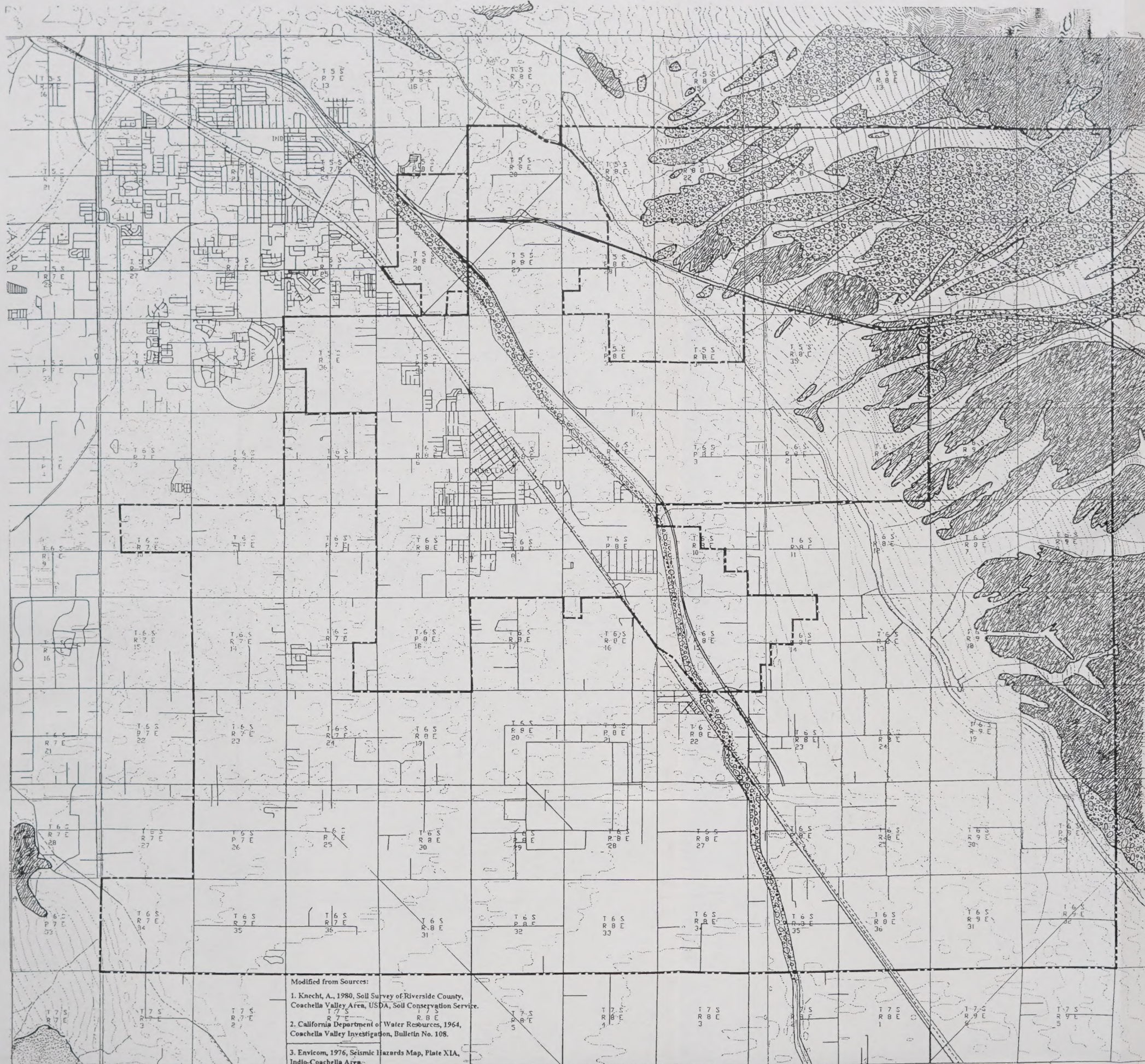


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CITY OF COACHELLA  
GENERAL PLAN

**Explanation**

**Generalized Landslide Potential**

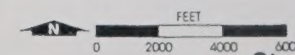
-  Low to Moderate
-  Moderate to High
-  Mapped, Existing Landslide

**Notes:**

1. In general, landslide potential is based on soil type, rock type and slope gradient. Most landslides in the Planning Area will occur in the form of stream channel bank failures and debris flows; primarily easterly of the Coachella Canal.
2. Landslide areas with few or no existing landslides or landslide potential may reflect the status of landslide mapping or the presence of landslides less than five acres. This map does not preclude the existence of existing landslides or the potential for slope failures outside of landslide prone areas as compiled.
3. Use of this map should be limited to general land-use planning purposes.

Coachella General Plan Area

Figure 57  
Landslide Potential



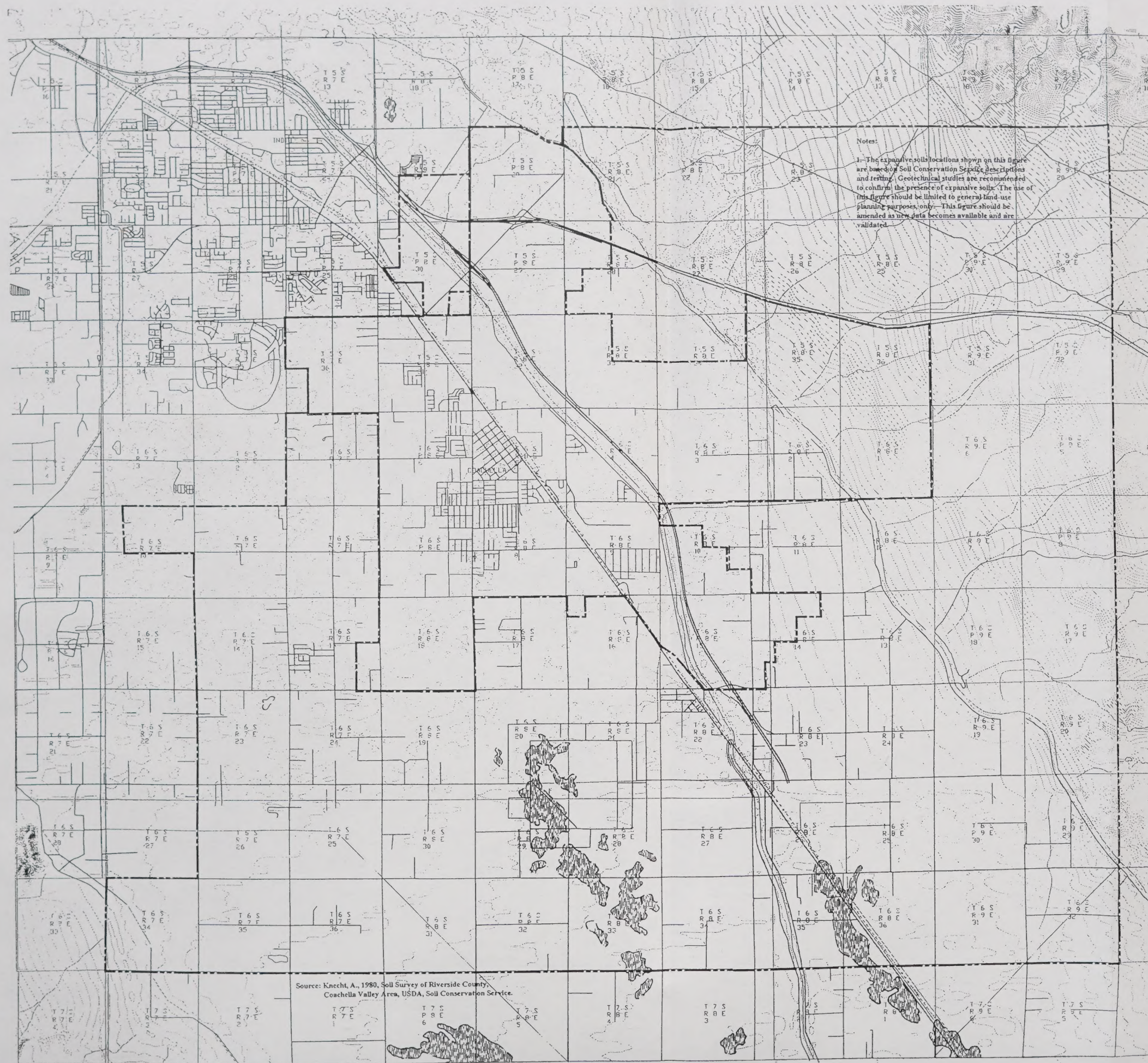
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Hydrogeologists and Earth Science Professionals

Modified from Sources:  
1. Knecht, A., 1980, Soil Survey of Riverside County, Coachella Valley Area, USDA, Soil Conservation Service.  
2. California Department of Water Resources, 1964, Coachella Valley Investigation, Bulletin No. 108.  
3. Envicom, 1976, Seismic Hazards Map, Plate XIA, Indio-Coachella Area.









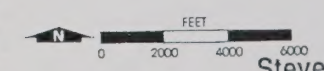
# CITY OF COACHELLA GENERAL PLAN

## Explanation Generalized Expansion Potential


 Low to High Expansion Potential; includes soil series classified as Imperial and Salton.

Coachella General Plan Area  
 Figure 58  
 Expansion Potential

Source: Knecht, A., 1980, Soil Survey of Riverside County,  
 Coachella Valley Area, USDA, Soil Conservation Service.

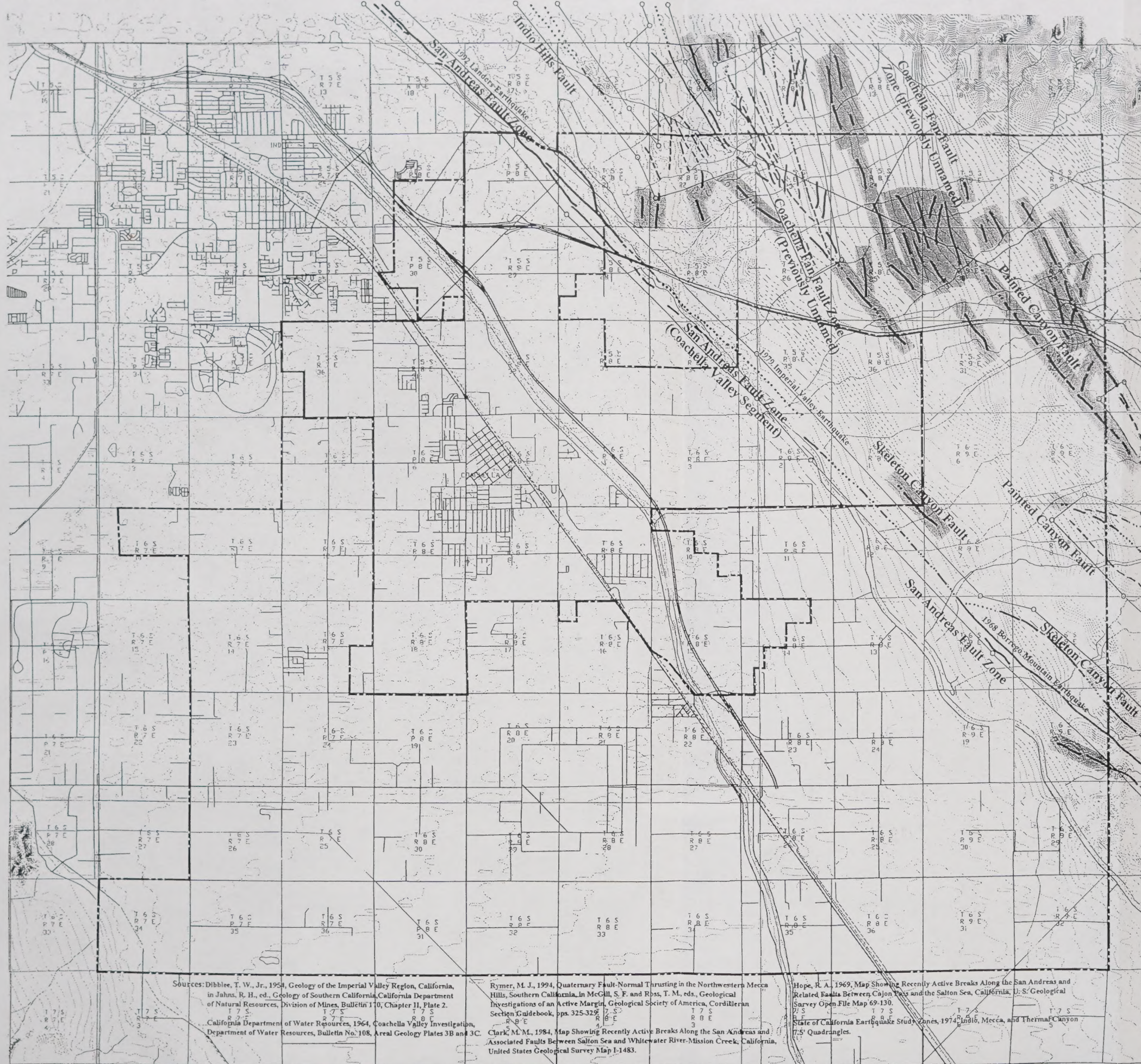


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# CITY OF COACHELLA GENERAL PLAN

## Fault Explanation

### Fault Management Symbols

- Active-APEFZ  
0-11,000 years BP  
(Before Present)
- Active/Potentially Active  
0-750,000 years BP

### Fault Map Symbols

- Fault, approx. located.
- Fault, approx. located-concealed.

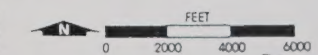
### Notes:

- The main objective of this map is to delineate fault hazards recognized by the CDMG-mandated Alquist-Prado Earthquake Fault Zone Act (APEFZA). Additional faults inferred to be active or potentially active are included on this map because there is published information or scientific opinion by staffs of authoritative agencies that indicate that there is a reason to consider them active. Their inclusion is not intended to prohibit development, but to ensure that proposed projects are supported by geological/seismic investigations that will provide the most accurate obtainable data on the presence or absence of a hazard, and identify necessary mitigation measures.
- The fault locations on this map are based on published information. Detailed geological investigations, including trenching studies, make it possible to refine the location and activity status of faults. The use of this figure should be limited to general land-use planning purposes only, and should be amended as new data becomes available and are validated.
- The width of the fault shading does not define a special study limit. Fault shading is used solely to differentiate active faults and non-APEFZ faults from non-active faults. The width of the shaded zone and fault locations should not be used in lieu of site-specific investigations, evaluations and design.

Coachella General Plan Area

Figure 59

Fault Rupture Hazards



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Sources: Dibblee, T. W., Jr., 1954, Geology of the Imperial Valley Region, California, in Johns, R. H., ed., Geology of Southern California, California Department of Natural Resources, Division of Mines, Bulletin 170, Chapter II, Plate 2.  
California Department of Water Resources, 1964, Coachella Valley Investigation, Department of Water Resources, Bulletin No. 108, Areal Geology Plates 3B and 3C.

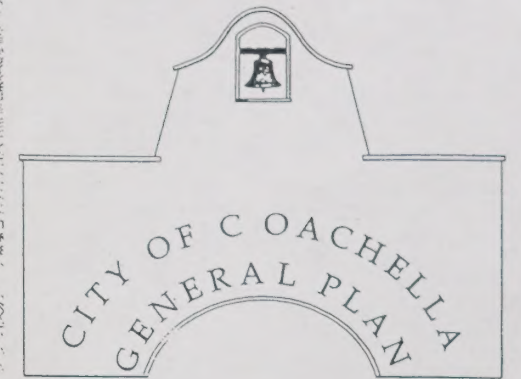
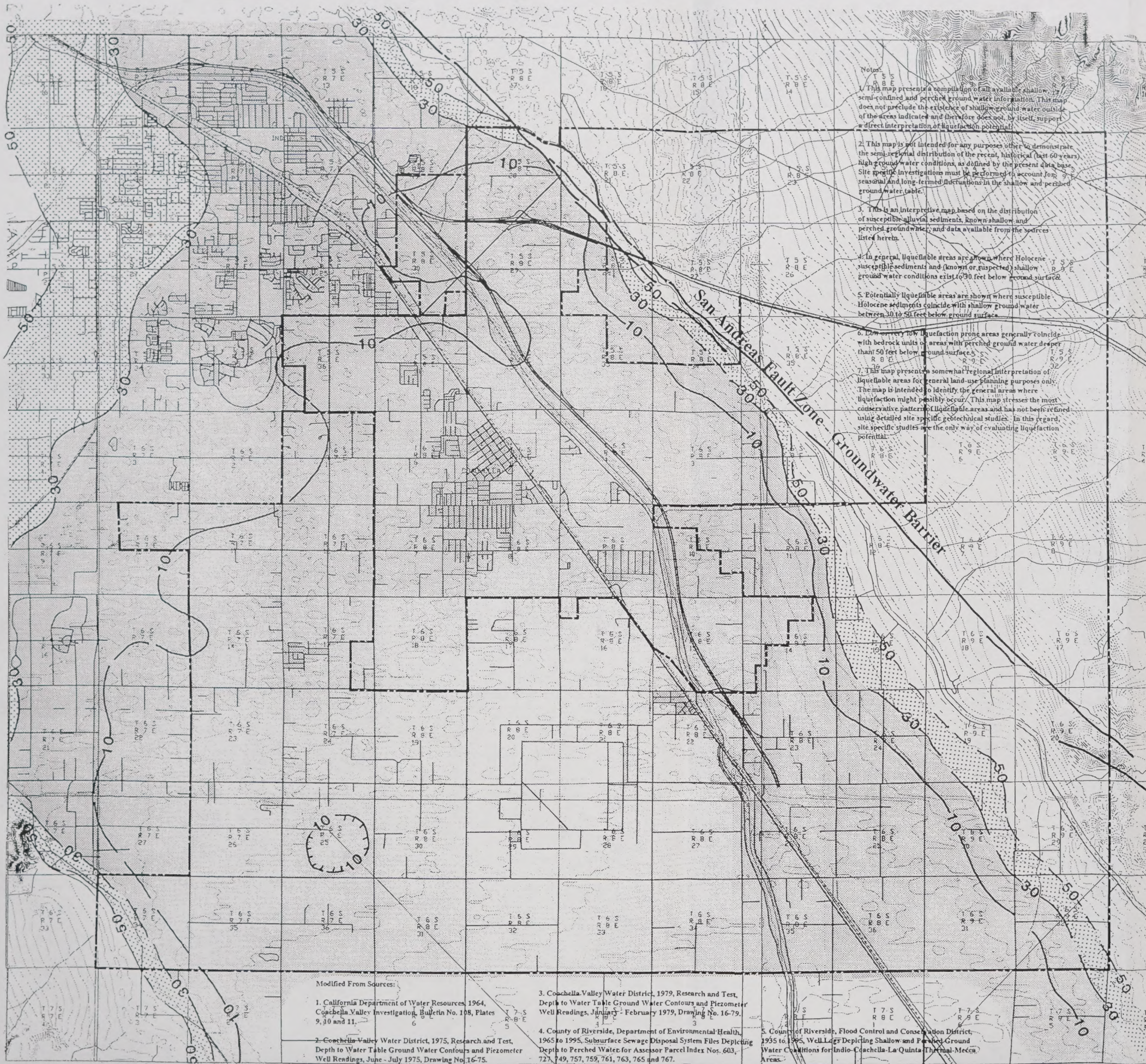
Ryder, M. J., 1994, Quaternary Fault-Normal Thrusting in the Northwestern Mecca Hills, Southern California, in McGill, S. F. and Ross, T. M., eds., Geological Investigations of an Active Margin, Geological Society of America, Cordilleran Section Guidebook, pps. 325-329.  
Clark, M. M., 1984, Map Showing Recently Active Breaks Along the San Andreas and Associated Faults Between Salton Sea and Whitewater River-Mission Creek, California, United States Geological Survey Map I-1483.

Hope, R. A., 1969, Map Showing Recently Active Breaks Along the San Andreas and Related Faults Between Cajon Pass and the Salton Sea, California, U.S. Geological Survey Open File Map 69-130.  
State of California Earthquake Study Zones, 1974, Ingle, Mecca, and Thermal Canyon 7.5' Quadrangles.









**Explanation**  
Shallow and Perched Ground Water

10 Depth to Ground Water -  
Shallow Well Determined

50 Depth to Ground Water -  
Approximately Located

**Explanation**  
Generalized Liquefaction Potential

Liquefiable Area

Potentially Liquefiable Areas

Low to Very Low Liquefaction Potential

Modified From Sources:

1. California Department of Water Resources, 1964, Coachella Valley Investigation, Bulletin No. 108, Plates 9, 10 and 11.

2. Coachella Valley Water District, 1975, Research and Test, Depth to Water Table Ground Water Contours and Piezometer Well Readings, June - July 1975, Drawing No. 16-75.

3. Coachella Valley Water District, 1979, Research and Test, Depth to Water Table Ground Water Contours and Piezometer Well Readings, January - February 1979, Drawing No. 16-79.

4. County of Riverside, Department of Environmental Health, 1965 to 1995, Subsurface Sewage Disposal System Files Depicting Depth to Perched Water for Assessor Parcel Index Nos. 603, 727, 749, 757, 759, 761, 763, 765 and 767.

5. County of Riverside, Flood Control and Conservation District, 1955 to 1995, Well Logs Depicting Shallow and Perched Ground Water Conditions for Indio-Coachella-La Quinta Thermal-Mech. Areas.

Coachella General Plan Area

Figure 60

Shallow and Perched Ground Water  
and Generalized Liquefaction Potential

0 2000 4000 6000  
FEET

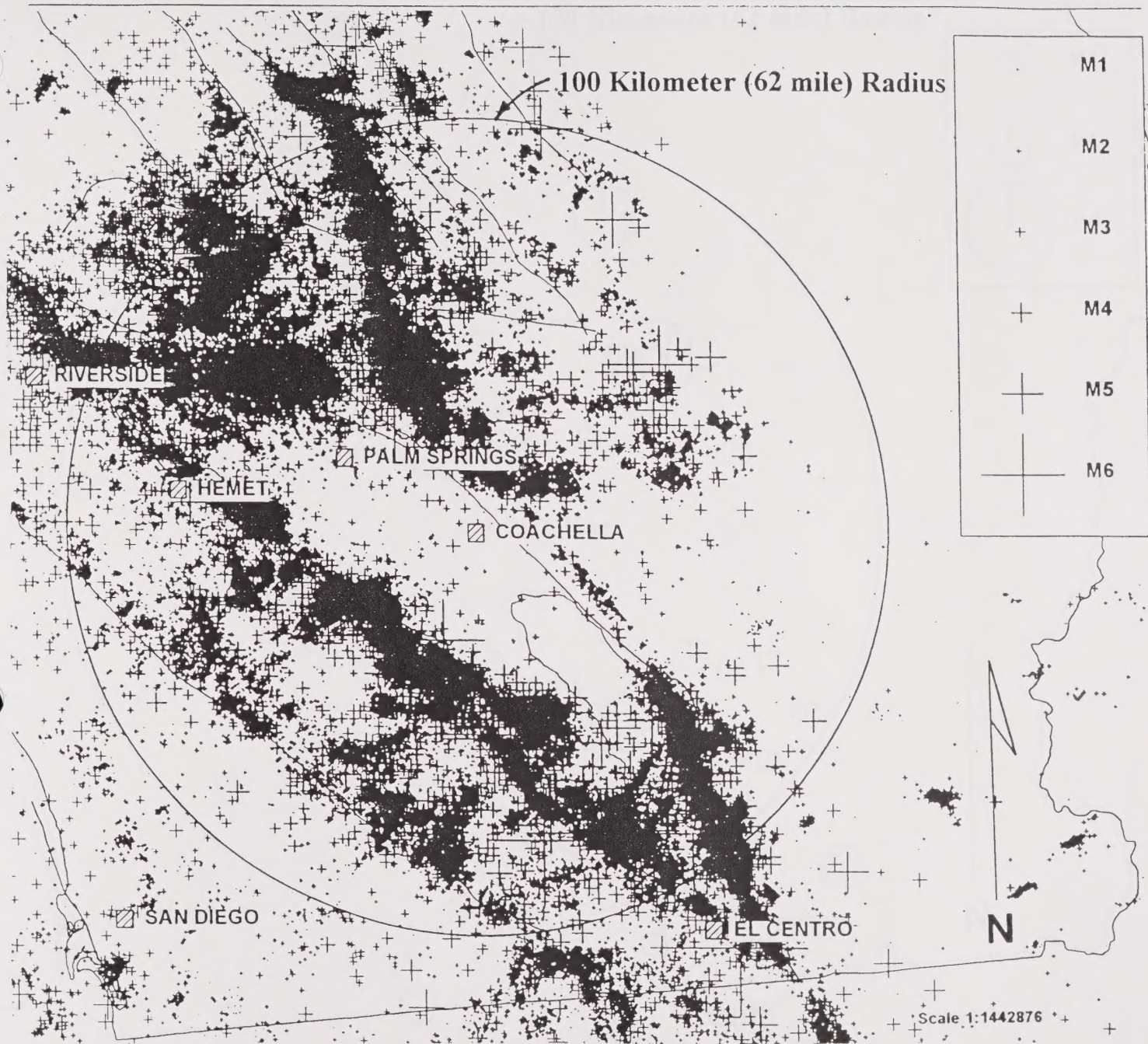
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Hydrogeologists and Earth Science Professionals

30020 Windward Drive, Canyon Lake, CA 92587







EPICENTER SEARCH DATA SHEET

SITE LOCATION: 33.657 LAT. -116.172 LONG.

SCALE 1: 1442876

TIME PERIOD: 1932-1995

MAGNITUDE RANGE: 0.0-8.9

DEPTH RANGE: -5 - 50 (km)

MINIMUM LOCATION QUALITY: C (+ 5 km)

TOTAL # OF EVENTS ON PLOT: 157301

SEARCH RADIUS: 100 KILOMETERS

TOTAL # OF EVENTS WITHIN SEARCH RADIUS: 111315

MAGNITUDE DISTRIBUTION OF SEARCH RADIUS EVENTS:

0.0- 9: 21917  
1.0- 1.9: 63080  
2.0- 2.9: 21128  
3.0- 3.9: 4536  
4.0- 4.9: 584  
5.0- 5.9: 61  
6.0- 6.9: 8  
7.0- 7.9: 1  
8.0- 8.9: 0

CLOSEST EVENT: 3.0 ON SUNDAY, MARCH 01, 1942 LOCATED APPROX. 1.1 KILOMETERS FROM THE SITE

LARGEST 5 EVENTS:

7.4 ON SUNDAY, JUNE 28, 1992 LOCATED APPROX. 65 KILOMETERS NORTHWEST OF THE SITE  
6.5 ON SATURDAY, DECEMBER 04, 1948 LOCATED APPROX. 38 KILOMETERS NORTHWEST OF THE SITE  
6.5 ON WEDNESDAY, OCTOBER 21, 1942 LOCATED APPROX. 78 KILOMETERS SOUTH OF THE SITE  
5.4 ON SUNDAY, JUNE 28, 1992 LOCATED APPROX. 85 KILOMETERS NORTHWEST OF THE SITE  
6.4 ON TUESDAY, APRIL 09, 1968 LOCATED APPROX. 52 KILOMETERS SOUTH OF THE SITE

## Seismicity 1932-1995 (Magnitude 0.0+) 100 kilometer radius

Coachella General Plan Area

Figure 61

Seismicity Map

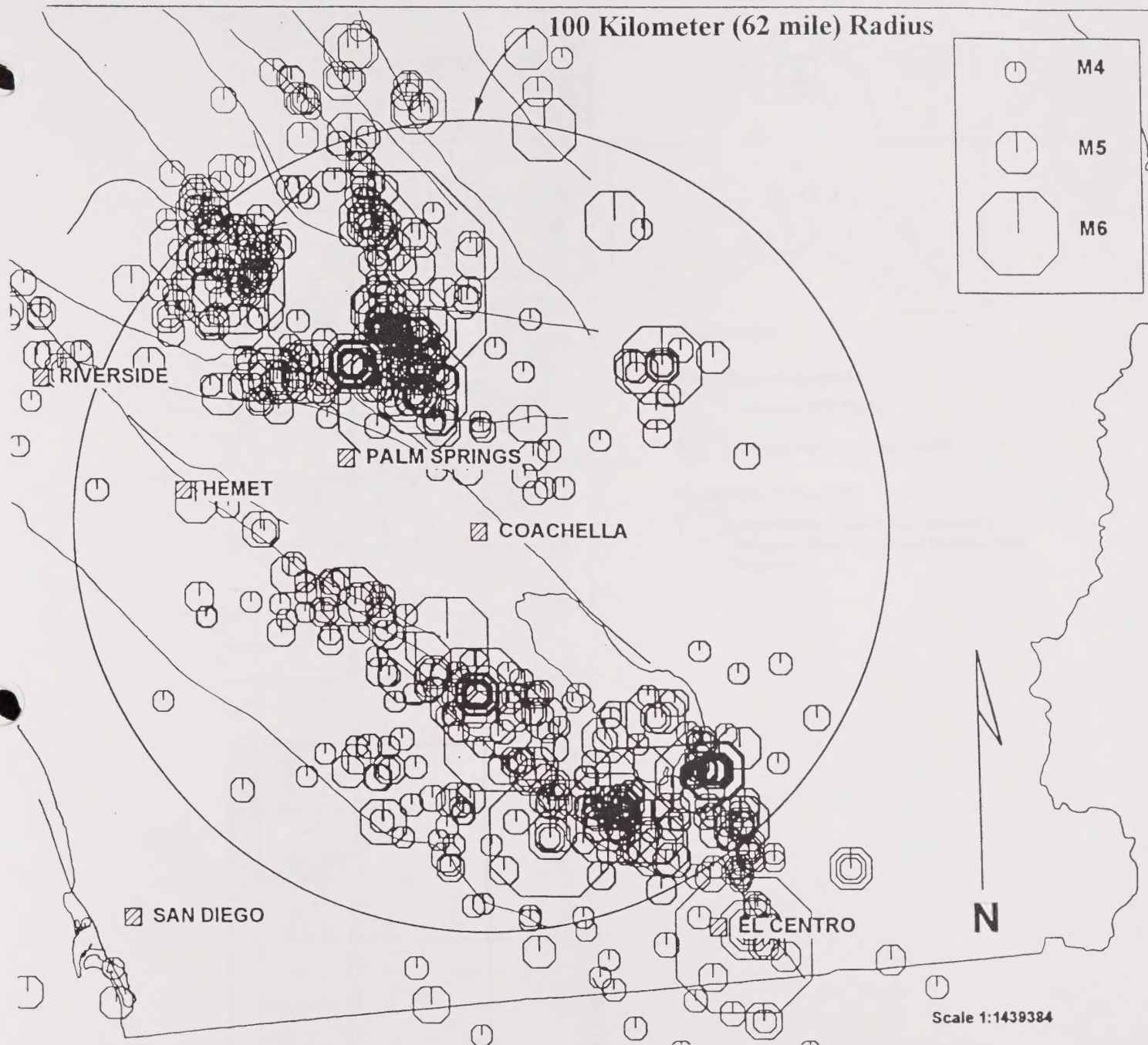
Page 154

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EPICENTER SEARCH DATA SHEET

SITE LOCATION: 33.667 LAT. -116.172 LONG.

MINIMUM LOCATION QUALITY: C

TOTAL # OF EVENTS ON PLOT: 1047

TOTAL # OF EVENTS WITHIN SEARCH RADIUS: 652

MAGNITUDE DISTRIBUTION OF SEARCH RADIUS EVENTS:

4.0-4.9: 583  
5.0-5.9: 60  
6.0-6.9: 8  
7.0-7.9: 1  
8.0-8.9: 0

CLOSEST EVENT: 4.6 ON SUNDAY, OCTOBER 31, 1943 LOCATED APPROX. 9 MILES FROM THE SITE

LARGEST 5 EVENTS:

7.4 ON SUNDAY, JUNE 28, 1992 LOCATED APPROX. 40 MILES NORTHWEST OF THE SITE  
6.6 ON SATURDAY, DECEMBER 04, 1948 LOCATED APPROX. 22 MILES NORTHWEST OF THE SITE  
6.6 ON WEDNESDAY, OCTOBER 21, 1942 LOCATED APPROX. 48 MILES SOUTH OF THE SITE  
6.4 ON SUNDAY, JUNE 28, 1992 LOCATED APPROX. 53 MILES NORTHWEST OF THE SITE  
6.4 ON TUESDAY, APRIL 09, 1958 LOCATED APPROX. 32 MILES SOUTH OF THE SITE

## Seismicity 1932-1995 (Magnitude 4.0+) 62 mile (100 kilometer) radius

Coachella General Plan Area

Figure 62

**Steven C. Suitt and Associates**

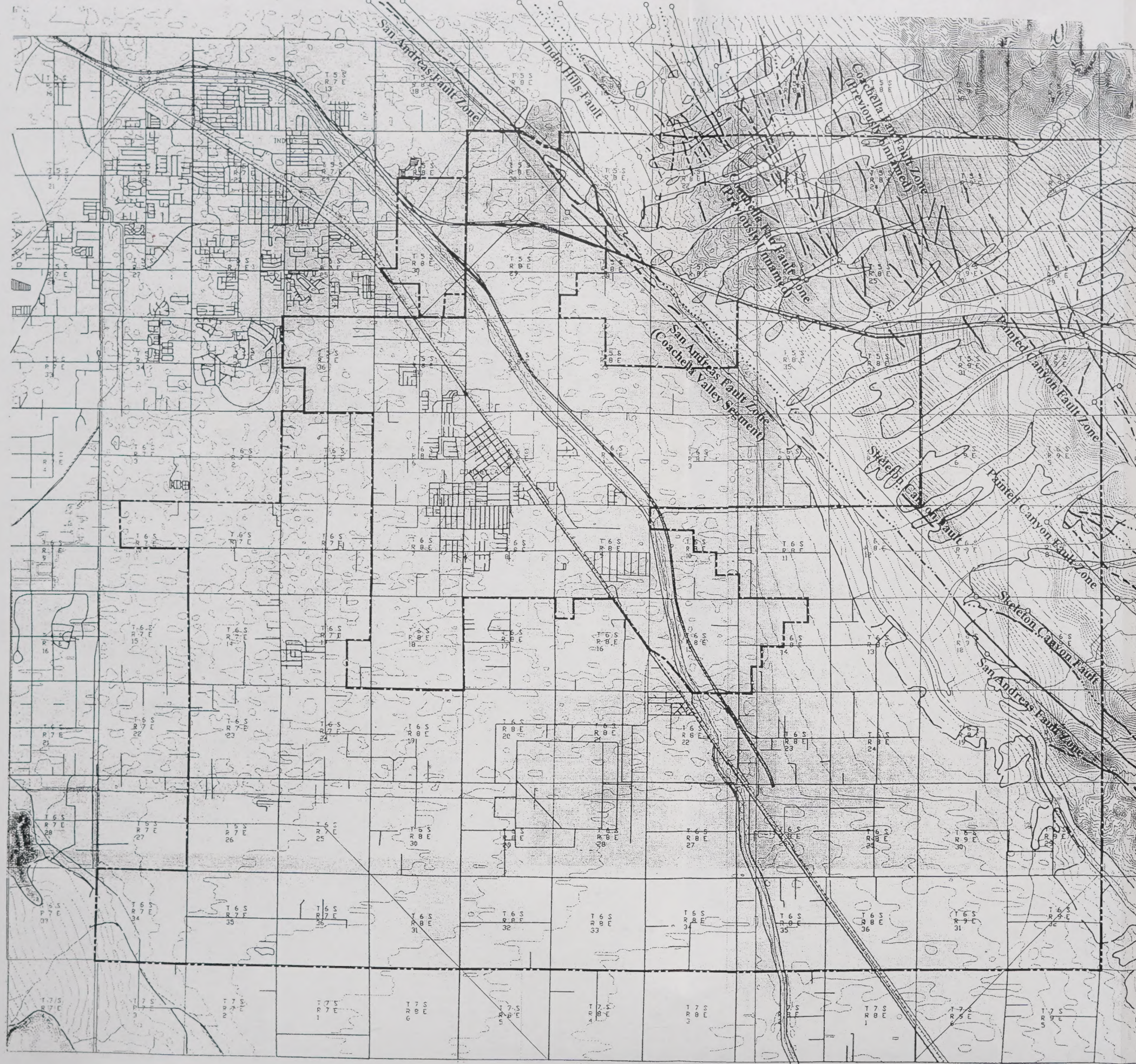
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**M4.0 or Greater Seismicity Map**









# Explanation

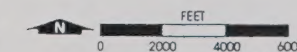
## Fault Hazard Symbols

- Active-APEFZ Faults
- Active/Potentially Active Faults

## Geotechnical Hazards

- Liquefaction, Landsliding, Expansive Soils, and Wind and Water Erodible Soils Potential.

Coachella General Plan Area  
Figure 63  
Geotechnical Hazards Summary



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## ENVIRONMENTAL HAZARDS & SAFETY ELEMENT GOALS, OBJECTIVES AND POLICIES

### Goal

The City shall eliminate injury, loss of life, property damage, and economic and social disruption caused by geologic and seismic events and/or unstable soil conditions.

### Objective

The City shall use various approaches to ensure that loss of life and damage to property are minimized as a result of geologic and unstable soils.

### Policy

The City shall continue to regulate development within Alquist-Priolo and other active or potentially active fault zones. Structures shall be set back 50 feet from each side of a mapped active fault or fault zone unless a geologic report that includes fault trenching recommends reduction of this setback.

### Policy

Where active or potentially active faults have not been mapped, the City will consult with the Division of Mines and Geology regarding questions concerning fault alignment. The City shall require evaluation and, if necessary, site specific investigation for development proposed within 500 feet of active or potentially active faults to ensure protection of human life and property.

### Policy

The City shall discourage land uses that are considered critical from locating in areas subject to geologic hazards. No emergency or critical use facility such as a hospital, school, fire or police station, utility facility and communication facility shall be located within an active or potentially active earthquake fault zone.

### Policy

Erosion control, foundation design, and landscape design plans shall be prepared in accordance with City and County guidelines prior to development activities within the planning area. These plans shall include proper methods to mitigate collapsible soils, expansive soils, and slope protection on newly graded slopes.

### Policy

The City shall continually review new seismic studies, geologic studies, soils reports and any other pertinent information to update and refine the City's understanding of geologic and/or soils hazards within the Planning Area.

### Policy

The City shall cooperate with the Coachella Valley Association of Governments (CVAG) to reduce the hazards (i.e., respiratory and visibility) associated with airborne fugitive dust and blowsand within the City.

### Policy

All grading and land form modifications in the Planning Area shall be carried out under guidelines set forth in Chapter 70 of the Uniform Building Code (as a minimum), state of the practice design or construction standards, and/or guidelines established by the City, County or other responsible regulatory agency as appropriate. These should include slope design that addresses the worst case effects of fluctuating or perched ground water levels.

### Policy

The City shall develop a comprehensive hillside safety program that involves slope stability incentives and disincentives for private property owners and provisions addressing post development stability problems.

### Policy

The City shall cooperate with the Coachella Valley Water District to prevent or mitigate subsidence due to groundwater extraction in the Coachella Valley alluvial basin.





## Policy

The City shall require adequate building setbacks and structural mitigation to provide the most effective strategy of preventing loss of life and property from debris flows and earthquake induced slope failures.

## Policy

Where appropriate, the City shall require the preparation of geotechnical investigations by both a professional geotechnical engineer and a certified engineering geologist to address geotechnical hazards (i.e. erodible, expansive and collapsible soils, existing or potential landslides, areas with unsuitable percolation characteristics, large scale subsidence, non rippable bedrock areas, ground motion parameters, active or potentially active faulting, liquefaction, etc.) for new construction, multi-story addition and lateral expansion projects.

## Policy

The City shall prepare a comprehensive hillside conservation ordinance which regulates hillside development in order to minimize impacts due to soil erosion, landslide, flood and wildland fires.

## Policy

The City shall continually monitor and amend its zoning code, building code and engineering design standards to incorporate the most recent seismic Uniform Building and Safety Code as well as the most current seismic design standards and hazard reduction measures recommended by the Applied Technology Council (ATC), the Structural Engineers Association of California (SEAOC), the Earthquake Engineering Research Institute (EERI), the Seismic Safety Commission (SSC) and the Southern California Earthquake Center (SCEC). All structures within the City shall be constructed to these standards.

## Policy

The City shall assess the potential impacts of geotechnical hazards on major transportation lifelines (i.e. freeways, State highways, railroads and airports). If impacts are suspected, the City shall encourage and support the seismically resistant upgrading of major transportation lifelines within the City and surrounding connected communities.

## Policy

The City shall assess the potential impacts of liquefaction on existing critical facilities. If impacts are suspected, the City shall encourage and support precautionary measures (i.e. groundwater monitoring, dewatering, treatment of soil materials, and/or liquefaction resistant foundations and frames) in addressing high ground water conditions.

## Policy

The City shall develop a blowsand mitigation program that uses native vegetation buffers and other means to reduce blowsand impacts on urban uses and transportation corridors. The effects of mitigation on native flora and fauna that require blowsand habitat for survival should also be considered.

## Policy

The City shall require two points of vehicular access for emergency response in hillside areas susceptible to geologic hazards.

## Policy

The City shall encourage the preservation and sensitive reuse of seismically vulnerable historic buildings in a manner that incorporates seismic mitigations and does not endanger public safety.

## Goal

The City shall eliminate injury, loss of life, property damage and economic and social disruption caused by flood and inundation hazards.

## Objective

The City and CVWD shall jointly control stormwater flooding.

## Policy

The City shall not approve development projects which are subject to localized flooding, seismically





induced flooding or other high-risk inundation areas (i.e. adjacent to canals) unless flood and inundation hazards are mitigated to the satisfaction of the City and other responsible agencies.

### **Policy**

Any areas designated in the future to be within the Federal Emergency Management Agency (FEMA) 100-year floodplain shall be included in the Drainage Master Plan.

### **Policy**

The City shall coordinate with the CVWD and FEMA to remove remnant areas of 100 year flood plain from the Flood Insurance Rate Map where no true flood hazard exists and to delineate the City's 100-year flood plain in areas outside of FEMA's current "limits of study". The FIRM maps presently cover the incorporated City and northern portions of the study area but terminate at Avenue 58.

### **Policy**

Major waterways and flood control facilities shall be designated as Transportation (T) or Open Space (OS) land uses on the Land Use Policy Diagram. These areas may be used as recreational or open space purposes.

### **Objective**

The City shall coordinate with local water agencies to protect the public from flash flood or other inundation hazards caused by structural failure or breaching of water storage tanks, canals, debris basins or other reservoir facilities.

### **Policy**

The City shall require appropriate flood plain management measures in high-risk inundation areas (i.e. adjacent to Whitewater River) and shall require development projects to be floodproofed and secured to minimize potential flood damage.

### **Policy**

The City shall coordinate with local water agencies in the siting of water tanks or reservoirs.

Anchoring of above-ground or placement of water tanks underground or in areas that will not impact downstream properties or structures in the event of a tank or reservoir failure is preferred.

### **Policy**

The City shall coordinate with local water agencies in assessing the potential of seismically induced flooding from the All American Canal and the Coachella Valley Stormwater Channel. If impacts are identified, the City shall promote the seismically resistant upgrading of these facilities.

### **Goal**

The City shall prevent the loss of life or damage to property from wildland or urban fire hazards.

### **Objective**

The City shall coordinate with the County of Riverside Fire Department concerning fire protection facilities and the provision of a comprehensive fire protection plan that demonstrates the ability to respond to emergencies produced by a variety of hazards.

### **Policy**

The City shall continue to coordinate fire fighting efforts with Federal, State, and local agencies. The City shall update mutual and automatic aid agreements.

### **Policy**

The City shall continue to monitor the Riverside County Fire Plan to ensure comprehensive emergency procedures are in place in order to respond to the threat of major structural fires.

### **Policy**

The City shall encourage use of fire retardant plants and expand and improve vegetation management efforts in wildland fire hazard areas.



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**Goal**

The City shall coordinate with the appropriate agencies to reduce and manage the disposal of hazardous waste.

**Objective**

The City shall actively coordinate with property owners and the California Environmental Protection Agency to cause hazardous waste sites to be cleaned up prior to new development.

**Policy**

On any site specified as a Hazardous Waste & Substance Site, the City of Coachella is required to identify that fact prior to accepting as complete any application for a development project. In addition, appropriate notification is required to be given to the California Environmental Protection Agency.

**Goal**

The City shall prepare a plan for short-term response to natural and man-made emergencies.

**Objective**

The City shall use a variety of means to promote preparation for and rapid recovery from hazardous events.

**Policy**

The City shall develop an inventory of existing and proposed hazardous materials facilities, generators and storage sites and evaluate their safety with regards to seismically induced ground motion.

**Policy**

The City shall not approve development proposals which involve the generation or storage of hazardous materials which cannot properly mitigate seismically induced hazards or unacceptable threats

to public health and safety to the satisfaction of the City or other responsible agencies.

**Policy**

The City shall adopt and implement the Riverside County Multi-Hazard Functional Plan prepared in 1992 by CH2M Hill Company which includes a public awareness program for earthquake preparedness to educate the public about emergency response and preparedness procedures.

**Policy**

The City shall coordinate with regulatory agencies including FEMA, CVWD, Riverside County, Imperial Irrigation District, General Telephone Company, Southern California Gas Company and the California Department of Transportation to establish, update and implement a Multi-Hazard Functional Plan (MHFP) which addresses seismic, flood, fire and other hazards, including hazardous material incidents, hazardous buildings, critical facilities, emergency response preparedness and recovery with consideration to evacuation routes, peak load water supply requirements and minimum road width and clearance around structures.

**Policy**

The City shall encourage critical facilities to maintain and regularly update emergency response plans identifying safety procedures, disaster control capabilities, and evacuation methods.

**Policy**

The City shall encourage legislation that provides for improvement of earthquake hazard prediction and early warning capability.

**Policy**

The City shall coordinate with the Southern Pacific Railroad and Southern California Gas Company to assess the potential for railroad derailment and appropriate procedures for the prevention of hazardous material spills and/or gas line ruptures of the High Pressure Natural Gas Pipeline in Coachella.



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## Policy

The City shall promote the construction of a Visitor Information Center or other educational facility in cooperation with other regulatory agencies that would promote public awareness of seismic hazards and emergency response procedures.

## NOISE

### Goal

The City shall minimize the negative impacts of noise.

### Objective

Criteria shall be established to minimize impacts from noise generated by traffic and other sources.

## Policy

The criteria and standards in Appendix F, Noise Element Background Study, of the City of Coachella General Plan 2020 Environmental Impact Report are incorporated herein by reference.

## Policy

The City shall prepare and adopt a Noise Ordinance.

## Policy

The City shall update the truck route plan included in the Coachella Municipal Code to reduce truck traffic and noise in sensitive areas.

## Policy

The City shall require noise control plans for new development located within the 60 CNEL contour (approximately 550 feet) of the centerline of major arterial roadways, 370 feet of the centerline of arterial roadways and 225 feet of collectors.

## Policy

The City shall ensure through the design review process that noise tolerant land uses are located in

areas irrevocably committed to noise producing land uses, such as transportation corridors, railroads and Thermal Airport.

## Policy

Figure 54, Design Noise Levels, identifies conditions which may generate excessive noise. When these conditions exist, further analysis shall be required to determine the extent of the noise impacts. If the noise levels are found to be excessive the City shall require mitigation measures to reduce the noise to acceptable levels.

## Policy

The City will consider the severity of noise exposure in the community planning process to prevent or minimize noise impacts to existing and proposed land uses.

## Policy

Noise sensitive land uses (residences, lodging, hospitals, long term medical care facilities, educational facilities, libraries and churches) will not be located near major noise sources unless noise mitigation measures such as walls or earth berms have been incorporated into the design of the project to reduce noise exposures in exterior living spaces and interior living areas to the levels deemed acceptable by the City.

## Policy

The City shall continue to review county and regional plans for transportation facilities and airport operation, to identify the potential noise impacts on future development and shall mitigate noise impacts.

## Policy

The City may require an acoustical analysis in compliance with the California Administrative Code Title 25, for proposed residential developments. The analysis shall be prepared under the supervision of a person experienced in the field of acoustical engineering and shall evaluate existing and projected noise levels, as well as, recommend noise attenuation measures.





## AIR QUALITY

### Goal

The City shall protect air quality for the health, safety and welfare of the residents.

### Objective

The City shall establish programs and standards that achieve and maintain the ambient air quality levels necessary for public health.

### Policy

The City shall encourage the use of vegetative cover, windbreaks and improved tillage practices to reduce fugitive dust emissions from agricultural operations.

### Policy

Land uses that are sensitive to air pollution such as schools, child care centers, hospitals, playgrounds, retirement and convalescent homes shall be identified and isolated from air pollution sources.

### Policy

The City shall review proposed developments through the environmental and design review processes to ensure that negative impacts are mitigated.

### Policy

The City shall require all proposed developments meet the significance threshold criteria established by the SCAQMD in the most recent version of the "CEQA Air Quality Handbook".

### Policy

The City shall encourage the use of low polluting building and construction methods and materials to reduce emissions from construction activities.

### Policy

The City shall encourage developers to limit extensive grading and cut & fill operations that generate PM10, Particulate Matter.

### Policy

During site preparation, the City shall require adequate watering of construction sites, construction vehicle wheel washing and adherence to SCAQMD Rule 403 to ensure the clean up of construction related dirt on approach routes to the site to reduce PM10 emissions.

### Policy

During site preparation, the City shall require that grading operations be suspended during first and second stage ozone episodes or when winds exceed 30 mph.

### Policy

The City shall require any construction access roads to be paved and cleaned after each work day to reduce PM10 emissions.

### Policy

The City shall require that any trucks hauling dirt, sand, soil or other loose dirt material off-site during site preparation activities be covered.

### Objective

The City shall integrate land use, circulation and air quality decisions to accommodate the City's desire for growth and the demand for mobility while preserving local air quality.

### Policy

The City shall strive to maintain a balance between housing and employment within the community to minimize the length of commute trips.





## Policy

The City shall encourage mixed use development to reduce external vehicle trips and increase the potential for non-motorized internal trips. Large business establishments shall be encouraged to incorporate eating facilities, wellness care facilities, child care facilities and other support facilities.

## Policy

The City shall encourage growth to occur in and around activity centers, transportation corridors and under utilized infrastructure systems to reduce traffic congestion and promote more efficient and effective transit service.

## ENVIRONMENTAL HAZARDS & SAFETY ELEMENT IMPLEMENTATION MEASURES

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Environmental Hazards Element are presented on Figure 64, the City of Coachella Environmental Hazards & Safety Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the infrastructure and public services development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.





FIGURE 64

## CITY OF COACHELLA ENVIRONMENTAL HAZARDS & SAFETY ELEMENT IMPLEMENTATION MEASURES

| Implementation Measures                                                                           | Purpose                                                                                                                                                  | Key Participants                                                                                                                  |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Establish a program to determine definitive locations where seismic faults and soil hazards exist | To identify areas in the City where development hazards could cause structural damage or loss of human life                                              | City Council<br>Planning Department<br>Building Department<br>California Division of Mines & Geology<br>Soil Conservation Service |
| Evaluate enhanced construction standards for development above potentially hazardous soils        | To minimize the risk of structural damage and loss of life during seismic events                                                                         | City Council<br>Engineering Department<br>Planning Department<br>Building Department                                              |
| Adopt and implement the Riverside County Multi-Hazard Functional Plan prepared in 1992            | To define the appropriate emergency procedures in the event of extraordinary emergency situations (i.e. earthquake, flooding, hazardous materials event) | City Council<br>All City Departments                                                                                              |
| Prepare a structural and fire hazard building analysis                                            | To determine the extent and location of buildings that are fire hazards or structurally deficient                                                        | Building Department<br>Riverside County Fire Department                                                                           |
| Remove the remnant areas from FEMA flood maps                                                     | To remove appropriate parcels from the need to pay unnecessarily high flood insurance premiums                                                           | Engineering Department<br>CVWD<br>FEMA                                                                                            |
| Implement program for the Waste Stream Source Reduction and Recycling Plan                        | To reduce the flow of solid waste to landfills in conformance with AB939                                                                                 | City Council<br>CVAG<br>County of Riverside                                                                                       |
| Update the existing Truck Route Plan                                                              | To restrict truck traffic and associated noise to routes with compatible land uses or noise protection measures                                          | City Council<br>Planning Department<br>Engineering Department                                                                     |





| Implementation Measures                                                                                                                                                                  | Purpose                                                                                                  | Key Participants                                           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| Prepare and adopt a Noise Control Ordinance including noise impact and attenuation standards and design standards for noise barriers                                                     | To establish noise limits                                                                                | City Council<br>Planning Commission<br>Planning Department |
| Evaluate all arterial street realignment, redesign and new construction                                                                                                                  | To incorporate noise mitigation measures prior to construction where necessary to attain noise standards | Engineering Department<br>Planning Department              |
| Identify hazardous or substandard structures which may be subject to collapse in the event of an earthquake, including but not limited to, unreinforced masonry buildings (priority one) | To adequately plan for public safety                                                                     | City Council<br>All city departments                       |
| Identify evacuation routes and related capital improvements (priority one)                                                                                                               | To adequately plan for public safety                                                                     | City Council<br>All city departments                       |
| Establish minimum road widths and clearances around structures in relationship to identified fire or geologic hazards (priority one)                                                     | To adequately plan for public safety                                                                     | City Council<br>All city departments                       |
| Establish peakload water supply requirements (priority one)                                                                                                                              | To adequately plan for public safety                                                                     | City Council<br>All city departments                       |

#### AIR QUALITY ELEMENT IMPLEMENTATION MEASURES

|                                                                                                                                                                         |                                              |                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|---------------------------------------------------------------|
| Maintain active City participation in the Coachella Valley PM10 Technical Advisory Committee                                                                            | To represent the interests of the City       | City Council<br>City Manager                                  |
| Establish guidelines for assessing air quality impacts through the City Traffic Impact Report process                                                                   | To minimize air quality impacts from traffic | City Council<br>Engineering Department<br>Planning Department |
| Incorporate maintenance of air quality objectives for roadway and intersection improvements within the City's Critical Intersection Plan and Traffic Monitoring Program | To maintain air quality                      | City Council<br>Engineering Department<br>Planning Department |





| Implementation Measures                                                                                                  | Purpose                                                                                                                                                                                                                | Key Participants                    |
|--------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| Explore the feasibility of replacing existing City vehicles with alternate vehicles which operate on clean-burning fuels | To reduce automobile pollutant emissions by replacing retired City vehicles with vehicles which operate on clean-burning fuels such as natural gas, methanol, propane, or electricity                                  | City Council<br>City Manager        |
| Prepare Development Site Design Guidelines which promote Air Quality Objectives                                          | To incorporate site design features in new projects which reduce automobile emissions through the use of alternative travel modes and reduction of parking lot and internal circulation travel and vehicle idling time | City Council<br>Planning Department |











# ECONOMIC DEVELOPMENT ELEMENT

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The Economic Development Element of the Coachella General Plan identifies and establishes the City's official policy relative to maintaining sustained and healthy economic growth in the City. The purpose of the Economic Development Element is to provide official City policy which:

- Assesses the current condition of the City including problems and weaknesses, as well as, strengths and opportunities
- Outlines policies to promote economic activity including the vehicles to implement policies and funding sources
- Discusses Economic Planning including recommendations, proposals and strategies needed to stimulate the economy

The Economic Development Element is a source of information and a statement of public policy to aid citizens, business and industrial firms, the Planning Commission, other agencies and the City staff in recommending economic development. Further, it provides a framework to assist the City Council in developing and adopting policies and actions affecting the City's economy.

Business and industry, the major sources of jobs, personal income, and tax revenues, perform vital roles in the health of any local economy. A successful business economy can expand to meet the growing employment needs of a region's population and, through tax contributions, enables local government to provide a wider range of public services.

City government policies can have important direct and indirect impact on business and industrial decisions and operations. Transportation facilities, land use regulations, building codes and environmental regulations are a few areas which impact the business community. Because a healthy business economy is essential to the quality of life in the City of Coachella, the General Plan seeks to establish a framework where business and industry can profitably operate and expand while minimizing any adverse effects on the community.

The Economic Development Element is specifically concerned with the creation of an overall strategy to identify development potentials that will broaden and stabilize the City's economic base.

By including an Economic Development Element in a City's General Plan, the city is in a position to regulate the type of future development envisioned for the community. It also ensures that economic impacts are included in a city's long-range policy decisions relative to land use, public services, population and growth. Economic development plans cannot be separated from the assets and values of the community and its citizens. Healthy and quality economic development may well be the mechanism by which the community goals become reality and by which the quality of life in Coachella can be enhanced.

## EXISTING SETTING

As stated in the General Plan Introduction, Coachella is located at the southernmost end of the urbanized Coachella Valley and is bordered by the City of Indio to the west and portions of unincorporated Riverside County to the north, south and east. The other cities in the Coachella Valley, La Quinta, Palm Desert, Palm Springs, Cathedral City, Rancho Mirage, Desert Hot Springs and Indian Wells, are situated west of Indio.

Being a desert community, Coachella experiences the benefits and liabilities of the prevailing weather conditions. On the positive side, for the majority of the year, Coachella enjoys beautiful days with cool evenings and infrequent cloudy or rainy days. On the negative side, the summer months can be extremely hot and the best alternative is to remain indoors if at all possible.

Coachella has strong ties to the agricultural industry with its history being closely associated to the crops grown in the area. Indian gaming is a recent occurrence that is gaining in popularity and is beginning to show effects on the economy. The city is situated with excellent access to transportation corridors with the Interstate 10 Freeway, State Routes 86 and 111, and the Southern Pacific rail line traversing the area.





The Thermal Airport is also within the Planning Area boundary. The facility is a General Aviation airport which does not offer commercial service. It serves the Cities of Coachella, Indio, La Quinta, and the community of Thermal, as well as the cities further to the west.

## PROBLEMS & WEAKNESSES

- Dominance of retail and business market by cities in the western Coachella Valley area
- Coachella's isolated physical location at the southeastern edge of the urbanized Coachella Valley region
- Unbalanced labor force caused by strong ties to the agricultural industry

## STRENGTHS & OPPORTUNITIES

- Location on major transportation corridors including I-10, State Highway 86, State Highway 111 and Southern Pacific rail line
- Presence of the Thermal Airport
- Recent growth of Indian Gaming
- Strong agricultural industry
- Availability of water for drinking, irrigation and recreation potential

## SUMMARY OF KEY PLANNING ISSUES

In 1995, the Harrison Price Company was retained to prepare an economic report for the City. The completed report was entitled Presentation of Finalized Economic Goals and recommended the creation of an Entertainment District within the City of Coachella as a top economic priority. The report states that, to be successful, the city must create a favorable environment to entice private sector investment to build facilities of sufficient quality to attract local residents and tourists. The Harrison Price report also stated that a growing tourist base generated by the proposed Entertainment District and increased casino gaming, may bring opportunities to renew part of the Downtown retail area as a gathering place for residents and tourists. These and other recommendations of the Harrison-Price Study are reflected as policies in the Economic Development, Land Use and Urban Design elements.

The following key planning issues are addressed in the policies of the Economic Development Element.

- Attract the type of improvement that generates tourism including entertainment area and downtown improvements
- Facilitate balance between residential and non-residential land uses
- Promote a climate conducive to economic growth without sacrificing environmental standards
- Expand and support existing agri-business

## ECONOMIC DEVELOPMENT VISION STATEMENT

The essence of Coachella's vision for economic development is captured in the following statement.

The City of Coachella's vision of the future for Economic Development focuses on the opportunities available due to the Indian gaming establishments, the opening of international trade via NAFTA and the agricultural history of the area. Creation of a regional/international tourism area is a prime opportunity for Coachella.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Economic Development Element is one of thirteen elements in the Coachella General Plan. The development policies within the Economic Development Element are closely related to the policies within the Land Use, Urban Design and Fiscal Elements. The policies in the Economic Development Element shall be consistent with all other elements of the General Plan.

## REFERENCES

The "Presentation of Finalized Economic Goals" by Harrison Price Company included in the Economic Development Element contains information critical to the Economic Development Element and is specifically incorporated herein by reference.





## OVERVIEW OF THE ECONOMIC DEVELOPMENT ANALYSIS

Many of the conclusions and goals presented in the Economic Development Element are based on analysis and recommendations made by Harrison Price of Harrison Price Company in a report entitled "Presentation of Finalized Economic Goals" dated July 17, 1995.

## ECONOMIC DEVELOPMENT ELEMENT GOALS, OBJECTIVES AND POLICIES

The City of Coachella's official development policies related to Economic Development are presented below. In the context of this General Plan, development policies include goals, objectives and policies based on the definitions within the Introduction. Policies on Economic Development address the needs of existing businesses, efforts to attract new employers, creation of an atmosphere conducive to attracting tourists and actions needed to create and maintain an educated and skilled labor force to meet the City's needs.

These development policies are established to ensure the existence of a vital economy into the future. Development policies by topical area are presented on the following pages.

### Goal

The City shall create an economic climate which is supportive of existing business and which will attract new business and tourism.

### Objective

The community shall strive to diversify its local business makeup to avoid dependence on one segment of the local economy and to provide employment, new revenues and retail services for the residents.

### Policy

The City will work with local business groups to re-establish the Coachella Chamber of Commerce to promote Coachella businesses. The City will work

with local business groups, such as the Coachella Chamber of Commerce, to promote Coachella businesses.

### Policy

The City shall promote efforts to attract major commercial and office tenants to Coachella.

### Policy

The City will consider incentives for new development that provides a substantial economic benefit to the community, such as retail sales taxes, transient occupancy taxes or higher-paying jobs.

### Policy

The City shall coordinate with appropriate agencies and groups in furthering business opportunities for the community.

### Policy

The City shall adhere to sound development standards to protect the investment of existing and future entertainment, commercial and industrial areas.

### Policy

The City will support the Chamber of Commerce, retailers, tourist service businesses, artists, resort operators, and other agencies to develop an aggressive marketing strategy with implementation procedures.

### Policy

The City will encourage the utilization of senior citizens and their involvement in the economy of the community by assisting in coordinating facilities and developments.

### Policy

The City will develop incentives to assist developers in revitalization and rehabilitation of existing structures, uses and properties through improvement agency programs, innovative development standards, specific plans and assessment districts.



## Policy

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## ECONOMIC DEVELOPMENT GOALS, CHALLENGES AND POLICIES

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## Policy

The City will utilize job training programs as available and encourage job training and job entry programs in private firms.

## Policy

The City will promote the joint use of public and private facilities for community use, tourism, conference, convention and cultural uses.

## Policy

The City will utilize federal and state economic development assistance programs as appropriate and develop additional local financing programs. The City will work with the State Office of Tourism to develop the area's recognition as a major area for State recreational opportunities and cultural development.

## Policy

The City will maintain and enhance the natural environment as critical to the attraction of tourists.

## Policy

The City will work with the necessary agencies to develop a city-wide directional sign program that would assist visitors when traveling through the community.

## Policy

The City will encourage the development of a shuttle service that enhances the community and takes advantage of future shopping, recreational and entertainment opportunities.

## Policy

The City will coordinate with the public sector relative to the management of developments to provide promotion, maintenance and business development.

## Policy

The City will establish an Economic Development Committee comprised of the Chamber of

Commerce, City, business institutions and other area agencies to pursue and promote the economic development of the City.

## Objective

The City shall promote an Auto Mall in the Entertainment District characterized by a modern, accessible setting.

## Policy

The City, together with an appropriate, experienced private developer, will explore the feasibility of developing an Auto Mall in Coachella, focusing on the area fronting the freeway North of I-10, between the Cabazon Band of Mission Indians tribal land and Dillon Road.

## Policy

The City will work with land owners in the designated Auto Mall Area, including the Cabazon Tribe on their adjacent land, and will cooperate and explore the feasibility of providing incentives in preparing a competitive alternative to other proposed sites in the desert.

## Policy

The City will explore the creation of a Recreational Vehicles sales area in conjunction with the Auto Mall.

## Objective

The City shall utilize a variety of means to develop an Entertainment District as a regional and international attraction.

## Policy

The City shall encourage the creation of a Development Partnership with significant participation by private property owners within the Entertainment District to represent the interests of all property owners throughout the planning and development process.





## Policy

The City shall aggressively promote the preparation of a comprehensive Specific Plan for the Entertainment District to further refine land use and site design features.

## Policy

The City shall research the possibility of establishing an assessment district or alternative funding mechanism for the physical improvements needed for the proposed Entertainment Area Specific Plan.

## Policy

When applicable, the City shall use City Redevelopment Agency funds and other City-sponsored improvement programs, within fiscal limitations, to stimulate tourist and visitor commercial activity in the Entertainment District.

## Policy

Public and private partnerships shall be encouraged in the development of projects within the Entertainment District.

## Objective

The City shall encourage the relocation of the Date Festival to a new, larger, more open and accessible location within the Entertainment Commercial (CE) Land Use Category.

## Policy

The City will evaluate potential locations within the Entertainment Commercial area for relocating the Date Festival Fairgrounds. The evaluation shall include the northwest quadrant of I-10 and Dillon Road which has excellent access (between two I-10 interchanges), existing date plantation(s), and existing water course for tie-in to the water theme, and proximity to existing gaming attractions.

## Policy

The City will continue to work with local City, County and District officials to seek a new location and to develop new concepts for the Fair, such as locating it within an operating date plantation, including an operating packing plant and store, incorporating a year-round Farmer's Market, and/or promoting a World's Fair of Agriculture at the new site.

## Objective

The City shall promote the creation of a new "Mexican Village" Retail Commercial Center within the Entertainment Commercial area.

## Policy

The Mexican Village shall be designed to include the water features, tie into the waterway planned for the area and be oriented to the visitor.

## Policy

The Mexican Village shall be a major tourism attraction, drawing from the entire valley and becoming a special attraction for the Mexican tourist.

## Policy

The City will work closely with property owners who have expressed an interest in such a development, and will continue to work with a large Mexican department store chain who has indicated an interest in both the entire center and as a store-location site.

## Policy

The Mexican Village shall be a tourist oriented facility which will be separate from the more residentially oriented retail opportunities designated as General Commercial and the Plaza Mayor in Coachella's historical downtown area.





**Objective**

The City shall foster the development of new and numerous Destination Hotel Facilities within the Entertainment Commercial (CE) Land Use Category.

**Policy**

The City will work with developers to initiate lodging developments within the Entertainment Area.

**Policy**

The City shall initiate the study necessary to develop a plan for the establishment of the overall water theme.

**Policy**

The City will define a design concept which will differentiate this area from others in the Coachella Valley.

**Policy**

The City will serve as a catalyst for development by demonstrating to property owners and potential developers the City's proactive role in achieving feasible, attractive projects in a minimal amount of time.

**Objective**

The City shall create a critical mass within the Entertainment Area by assisting the Valley's Indian Tribes to construct additional casinos as a primary way to become the East Valley's center for entertainment.

**Policy**

The City will work with the Indian Tribes who presently own land within the City's Sphere of Influence to expand their present facilities or to construct new facilities which will enhance the overall Entertainment Commercial area.

**Policy**

The City will work with the Torres Martinez Desert Cahuilla Indians to create a development in the Entertainment Commercial area, recognizing that the tribal land at the Salton Sea may be involved in a trade that may allow their development of a Casino in another location.

**Objective**

The City shall encourage the creation of one or more major museums in the Entertainment Commercial area, recognizing that museums can be a primary tourist attraction as well as a means for general public education.

**Policy**

The City will actively explore opportunities such as a major Native American Museum through the Washington based New Museum of the American Indian and the Smithsonian Institute.

**Policy**

The City will actively pursue the creation of an Agricultural Museum as part of, or separate from, the exploration of moving the existing Date Festival from Indio to Coachella.

**Policy**

The City will explore the feasibility of an Agricultural Museum, including demonstration areas of actual crops and a display of operating machinery for harvesting and packing.

**Policy**

The Museum will be further defined together with private local, regional and national agricultural interests. The funding support for its creation will be explored.



The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that proper record-keeping is essential for the success of any business and for the protection of the interests of all parties involved.

In the second part, the author outlines the various methods used to collect and analyze data. This section provides a detailed description of the research methodology, including the selection of participants, the design of the study, and the statistical techniques employed to analyze the results.

The third part of the document presents the results of the study. It includes a series of tables and graphs that illustrate the findings of the research. The author discusses the implications of these results and how they relate to the overall objectives of the study.

In the fourth part, the author discusses the limitations of the study and suggests areas for future research. This section provides a critical evaluation of the study's strengths and weaknesses and offers recommendations for how the research can be improved in the future.

The fifth part of the document is a conclusion that summarizes the main findings of the study. It reiterates the importance of the research and the need for further investigation in this area. The author also expresses gratitude to the participants and the funding sources that made the study possible.

The final part of the document is a list of references that cites the sources used in the study. This section provides a comprehensive overview of the literature related to the topic and allows readers to explore the research in more depth.

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## Policy

The City will explore the feasibility of developing a Visitor Center to promote the educational and entertainment benefits of the San Andreas fault and the Mecca Hills as the most unique geologic feature in the world.

### Goal

The City shall revitalize and improve the downtown to create a vibrant downtown which serves as a gathering place for residents and tourists.

### Objective

The City shall utilize a variety of means to revitalize the Downtown Retail Area.

## Policy

The City shall encourage the infill of existing, vacant buildings.

## Policy

Early efforts should concentrate on improvements on the two blocks of Sixth Street between Grapefruit Boulevard and Orchard Avenue and the City Hall - City Park area.

## Policy

The City shall encourage the creation of an association of Downtown businesses and property owners to represent their interests throughout the rehabilitation, planning and development process.

## Policy

The City shall research the possibility of establishing an assessment district or other alternatives listed in the Harrison Price Company report to assist in the funding of the physical improvements that are proposed for the area.

## Policy

When applicable, the City shall use City Redevelopment Agency funds and other City-sponsored improvement programs, within fiscal limitations, to stimulate tourist and visitor commercial activity in the Downtown Retail Area.

## Policy

Public and private partnerships shall be encouraged in the development of projects within the Downtown Retail Area.

## ECONOMIC DEVELOPMENT ELEMENT IMPLEMENTATION MEASURES

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Economic Development Element are presented on Figure 65, the City of Coachella Economic Development Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the economic development policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.





**FIGURE 65**

## CITY OF COACHELLA ECONOMIC DEVELOPMENT ELEMENT IMPLEMENTATION MEASURES

| Implementation Measures                                                                                                                                                             | Purpose                                                                                                                                                                                            | Key Participants                                                                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| Establish a Chamber of Commerce                                                                                                                                                     | To promote Coachella businesses                                                                                                                                                                    | City Council<br>City Manager<br>Economic Development Department                        |
| Promote new development in the city                                                                                                                                                 | To promote Coachella and broaden the economic base of the city                                                                                                                                     | City Council<br>City Manager<br>Economic Development Department                        |
| Explore new ways of promoting the City of Coachella                                                                                                                                 | To promote Coachella and broaden the economic base of the city                                                                                                                                     | City Council<br>City Manager<br>Economic Development Department                        |
| Reactivate the Economic Development Department                                                                                                                                      | To promote the economic development of the city and to seek advice of community leaders in economic development decisions                                                                          | City Council<br>City Manager<br>Economic Development Department                        |
| Explore the feasibility of developing an Auto Mall including RV sales                                                                                                               | To expand the economic base of the community                                                                                                                                                       | City Council<br>City Manager<br>Economic Development Department                        |
| Create partnerships with property owners and developers in the Entertainment Area and work cooperatively toward the preparation and implementation of a Specific Plan for the area. | To expand the economic base of the community, to promote the development of gaming in the Entertainment Area, and to promote the development of the entertainment industry and hotels in Coachella | City Council<br>City Manager<br>Economic Development Department<br>Planning Department |
| Research the possibility of formation of assessment district for Entertainment Area                                                                                                 | To fund the improvements necessary to begin development of the Entertainment Area                                                                                                                  | City Council<br>City Manager<br>Economic Development Department                        |
| Evaluate potential locations for the relocation or expansion of the Date Festival                                                                                                   | To promote tourism                                                                                                                                                                                 | City Council<br>City Manager<br>Economic Development Department                        |





| Implementation Measures                                                                        | Purpose                                                                                                         | Key Participants                                                                                  |
|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Promote the development of a Mexican Village                                                   | To expand retail sales and expand the economic base of the community                                            | City Council<br>City Manager<br>Economic Development Department                                   |
| Develop a plan to establish waterways and an overall water them in the Entertainment Area      | To promote tourism and provide recreational opportunities in the community                                      | City Council<br>City Manager<br>Planning Department<br>Public Works Department                    |
| Define a design concept for the Entertainment Area that promotes economic development          | To promote tourism                                                                                              | City Council<br>Planning Commission<br>Planning Department                                        |
| Explore methods to encourage museums within the Entertainment Area                             | To promote tourism and expand cultural opportunities in the community                                           | City Council<br>City Manager<br>Economic Development Department                                   |
| Encourage revitalization and rehabilitation of Downtown including an association of businesses | To promote the improvement of downtown and maximize retail opportunities                                        | City Council<br>City Manager<br>Economic Development Department                                   |
| Establish an Economic Development Corporation                                                  | To fund and implement economic development projects in the community                                            | City Council<br>City Manager<br>Economic Development Committee<br>Economic Development Department |
| Continue to support the Coachella Valley Enterprise Zone (CVEZA)                               | To jointly promote projects with neighboring jurisdictions and make tools available to attract new developments | City Council<br>City Manager<br>Economic Development Department<br>Planning Department            |
| Develop a Plaza Mayor in the Downtown area                                                     | To expand retail sales, increase tourism and expand the economic base of the community                          | City Council<br>City Manager<br>Economic Development Department                                   |











INTRODUCTION

The following is a summary of the findings of the study conducted by the City of Coachella in the summer of 1995. The study was conducted in order to determine the needs of the community and to develop a plan to address those needs. The study was conducted by a team of professionals from the City of Coachella and the Coachella Valley Chamber of Commerce.

THE CHALLENGE

The City of Coachella is facing a number of challenges in the future. These challenges include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan.

# PRESENTATION OF FINALIZED ECONOMIC GOALS For the City of Coachella

Key Findings

Presented July 17, 1995

The study found that the City of Coachella is facing a number of challenges in the future. These challenges include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan. The study also found that the City of Coachella is facing a number of opportunities in the future. These opportunities include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan.

The study found that the City of Coachella is facing a number of challenges in the future. These challenges include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan. The study also found that the City of Coachella is facing a number of opportunities in the future. These opportunities include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan.

Prepared by

Harrison Price

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CONCLUSION

The study found that the City of Coachella is facing a number of challenges in the future. These challenges include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan. The study also found that the City of Coachella is facing a number of opportunities in the future. These opportunities include the need to address the needs of the community, the need to develop a plan to address those needs, and the need to implement that plan.



# THE SUSTAINABILITY OF SPECIALIZED ECONOMIC GOALS FOR THE CITY OF CHICAGO

Presented at the 1991

Chicago, IL

Chicago, IL

WABCONS INC. 2000 N. LAKE

200 West Lake Street, Suite 1000

Chicago, IL 60601

Chicago, IL 60601

Chicago, IL 60601

## Section I

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### SITE AND MARKET ENVIRONMENT

Major influences on the attendance potential and use of Entertainment Zone elements are the characteristics of the locational environment and the magnitude and quality of available market support. To provide an overall context for the analysis to follow, this section of the report accordingly evaluates the proposed site from the standpoint of suitability for a major leisure time development. Subsequently examined are the size and nature of the Coachella Valley market, including the local resident population and visiting tourists.

### SITE EVALUATION

Location is a fundamental and critical ingredient in the success of any leisure-oriented enterprise. Key locational attributes of the Coachella Valley region are consequently evaluated in the paragraphs to follow, including access conditions, weather, compatibility of surrounding land uses, and the existing inventory of lodging, recreation facilities and attractions.

### Regional Orientation

The desert resorts area occupies the Coachella Valley of central Riverside County, stretching along a 30-mile, northwest-southeast axis from San Geronio Pass to the northern shore of the Salton Sea, as depicted in Figure 1. It is the historical domain of the Cahuilla Indians, whose "miracle healing waters" - still flowing beneath the streets of the valley--inspired the original name of Palm Springs: Agua Caliente. What started out as a dusty stagecoach stop in the 1880s evolved into a modest spa within a few decades, attracting wealthy health-seekers to the restorative waters and benign winter climate. After World War II, the region bloomed into one of America's foremost resort destinations. Today, it is known as the "golf capital of the world"--no less than 85 golf courses green the landscape, joined by some 10,000 swimming pools, 600 tennis courts, and scenic hiking and horseback riding trails in the surrounding desert and mountain canyons.

Principal access to the area is via the Interstate 10 freeway, which passes through the length of the Coachella Valley, and forms the northern boundary of the proposed 2,000 acre Entertainment Zone. At the San Geronio Pass, State Route 111 (Palm Canyon Drive) branches off the freeway and winds eastward through the desert resorts near the base of the Santa Rosa Mountains to Coachella, where it turns south and runs along the East side of the Salton Sea to the Mexican border. Highway 86 runs from the border to Interstate 10 in Indio (or via Dillon Road in Coachella). Highway 86/111 and the railroad line delineate the south-west boundary of the Entertainment Zone. In a regional context, the City of Coachella is the gateway to the Salton Sea and the Mexicali area of Baja California, Mexico, as shown in Figure 2.

The area is also served by AMTRAK and by the Palm Springs Regional Airport, where major airlines offer frequent direct flights to Los Angeles, Ontario, Burbank, San Diego, San Francisco, Phoenix, Las Vegas, Denver, Dallas, and Chicago. Under consideration by the Riverside County Transportation Commission is a spur route of the Metrolink railway that would speed passengers between Los Angeles and the Coachella Valley, continuing on to the Mexican border. This would provide an attractive alternative to both auto and air travel to the region.

### Characteristics of the Site Vicinity

The Coachella Valley encompasses nine incorporated cities and several unincorporated communities, with the City of Coachella located at the eastern end of the valley. The site proposed for the Entertainment Zone, shown in Figure 3, has excellent freeway and highway exposure, although the railroad and the freeway itself create some limitations to direct access. However, a grade separation is planned at the railroad tracks on Avenue 50 and an interchange will be built where Avenue 50 meets Interstate 10. A large residential project is approved for a 1,600 acre site immediately east of the Entertainment Zone, which has entitlements for as many as 8,000 homes. The south boundary of the zone is Avenue 51 and 52





The property in the Entertainment Zone is mostly in agricultural use or vacant. However, there are pockets of industrial and residential use that will have to be dealt with either through voluntary relocation or through eminent domain proceedings. The land is mostly flat and has minimal vegetation. The Coachella Valley Storm Channel will act as a barrier splitting the Entertainment Zone into distinct sectors.

## **Weather Conditions**

Weather conditions in the Coachella Valley area will affect the physical design, operating schedule, and degree of emphasis on outdoor activities in the Entertainment Zone. Weather is also important in terms of its influence on the seasonal distribution of tourist visitation to the region. In Table 1, temperature norms for the desert resorts district are indicated. Average maximum temperature ranges from a very comfortable 69 degrees in January to a sizzling 108 degrees in July; extremes of up to 125 degrees occasionally occur. Average (nighttime) minimums vary from 40 degrees in winter to the low 70s in summer. In keeping with the low-elevation desert environment, rainfall is a scant 5-plus inches per year, all of which falls on only 15 to 20 days during the autumn and winter. High winds--accompanied by blowing dust and sand--are periodically experienced.

The foregoing climate characteristics explain why the desert resort area has historically been regarded as a winter playground. Over the last 10 to 15 years, however, growth in the permanent population base and the steady creep of tourist patronage into the summer months (mainly family-oriented as younger visitor groups take advantage of reduced hotel rates during the hot-weather months) have created what is now, for practical purposes, a year-round market. While emphasis is still on the October-May period, the time has passed when the majority of hotels and other tourist-oriented businesses closed in the summer and the proverbial cannon-shot down Palm Canyon Drive in August wouldn't hit a living soul. Each entity in the Entertainment Zone will have the option of operating on a seasonal basis or remaining open year-round. However, in view of the desert's growing summer family trade and growing permanent population base, most operations are likely to adopt a full operating schedule in an effort to maximize attendance and use potential.

To ensure the comfort of visitors, exterior spaces must provide ample shade, wind barriers, and perhaps micro-misters to help cool the air on the hottest days. From October through at least mid-May, weather conditions are very amenable to outdoor activity, and this opportunity should be exploited in programming -- golf, tennis, Native American festivals, bazaars, live performances and similar events are eminently suited to open-air venues. Outdoor programs will likely be constrained during the June - September period, excepting the occasional after-sundown event. In summer, indoor oriented activities must be emphasized to encourage visitation. Facilities in the Entertainment Zone and other areas of Coachella should include a mix of facilities that provide indoor activities appealing to families.'

## **Hotel/Motel Inventory and Annual Room Sales Revenue**

It will be seen momentarily that by virtue of sheer size, the tourist market will be pivotal in the attendance generation and use of the Entertainment Zone. The regional Hotel/Motel inventory, which provides lodging for about half of all tourists (rental units, second homes and RV parks making up the balance) is thus important to this analysis. Table 2 shows that the current regional hotel/motel inventory stands at approximately 15,500 units. About 6,850 of these units, or some 44 percent, are located in Palm Springs, the original core of the resort district. Palm Desert has a present inventory of some 1,900 units, or 12 percent of the total, followed by neighboring Indian Wells with 1,500 units (10 percent) and Rancho Mirage at 1,200 units (8 percent). The Palm Springs inventory includes several comparatively large properties of 200 units or more, but is mainly comprised of numerous small motels and inns in the range of four to 50 rooms. In contrast, the Palm Desert inventory is dominated by the Marriott Desert Springs complex, accounting for nearly half of all units in that city, with another six properties containing between 100 and 200 rooms. Virtually all properties in Indian Wells and Rancho Mirage exceed 200 rooms. This pattern of hotel room concentration reflects the evolution of the regional tourist industry--Palm Springs was first and served a relatively modest volume of travelers, whereas more recently developed adjacent communities serve a greatly expanded market that justifies large-scale operations marketed nationally. All but a very small percentage of the room inventory is available throughout the year.

Coachella presently has no hotel/motel rooms.



The purpose of this study is to investigate the effect of the independent variable on the dependent variable. The study is designed to explore the relationship between the two variables and to determine if there is a significant difference between the two groups. The study is conducted in a controlled environment and the results are presented in a clear and concise manner.

Page 1 of 1

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Page 2 of 2

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Page 3 of 3

Wheeler's Desert Letter reports that there were roughly 10,000 rooms in the Coachella Valley in 1982. The number grew to about 12,000 in 1986, and reached about 15,000 in 1992, representing a 50 percent increase in a decade. With the national recession of the early 90s, and even more severe losses in Southern California, only 850 hotel rooms have been added in the valley thus far in the 1990s. Nonetheless, there are several new facilities in various stages of planning, all with one or more golf courses and residential components. Total new rooms could exceed 2,600, and one project includes 500 timeshare units as well.

Between 1980 and 1990, hotel room sales revenue rose from \$75 million to \$220 million, an increase of 190 percent, much of it due to the larger, more expensive facilities developed in that time, but some attributable to inflation. Revenues have been flat in the 1990s.

## **Retail Sales Activity**

A key measure of the economic health of any area is the volume of retail trade recorded. It is therefore pertinent to examine the retail performance of the City of Coachella as compared to other communities in the desert resort region. In Table 3, it can be seen that incorporated cities within the Coachella Valley currently generate a combined retail volume of more than \$2.1 billion annually, with volume doubling over the past 10 years. Especially noteworthy is the ascendancy of Palm Desert as the valley's retail leader, graphically illustrated in Figure 4. From a comparatively modest base of \$145 million in taxable sales in 1983 (less than half the volume in Palm Springs), the Palm Desert retail sector mushroomed to \$600 million in 1993 with development of the El Paseo shopping district (the Rodeo Drive of the desert), the Palm Desert Town Center Mall and other smaller centers. Palm Desert reached parity with the historical retail core in Palm Springs in 1989 and has since outdistanced this rival. In contrast, Coachella had a nominal sales volume of only \$81 million in 1993. The Palm Desert achievement in its 22 years of existence proves that a proactive city government and business community can cause tremendous growth in a relatively short period of time. It also illustrates the easterly flow of development and urbanization in Coachella Valley.

## **Regional Attractions Inventory**

There is no doubt that mild winter temperatures, golf and other outdoor activities are the driving forces of tourism to the Coachella Valley. The Palm Springs Desert Resorts Convention and Visitors Bureau recently published the results of a survey of hotel/motel visitors to Palm Springs in 1995, which included a question on participation in recreation activities. The responses are shown in Table 4 (other data are presented later in this section), and could be labeled "leisure time activities" rather than "recreation". Shopping was the leader at 67 percent followed by sun and swimming (57%), golf (40%) and sightseeing (37%). The highest ranked "attraction" is the Palm Springs Aerial Tramway at almost 21 percent. Over 19 percent enjoyed nightclubs, 16 percent liked therapeutic facilities and 15 percent participated in tennis. The Living Desert was visited by 14 percent and Street Fairs drew almost 14 percent, followed by the Desert Museum 13 percent and the Indian Canyons at over 10 percent. Twelve other activities and attractions were also specifically identified by less than 10 percent of the respondents. Indian gaming, which had been represented by only the Fantasy Springs Casino in Indio (and Casino Morongo in Banning Pass) until recently was used by only 2.7 percent of the 1995 respondents. However, opening of the casino at the Spa Hotel and Mineral Springs by the Agua Caliente Band of Cahuilla Indians in April 1995 and the Spotlight 29 Casino by the Twenty-nine Palms Band of Mission Indians in January 1995, along with a major expansion of the Fantasy Springs facilities should cause a significant increase in patronage of Indian Gaming operations in the future. The Spa Casino in downtown Palm Springs is at the nucleus of Hotel/Motel rooms in that city. Fantasy Springs in Indio and Spotlight 29 in Coachella are in close proximity to each other but some distance from most of the accommodations and second homes in the valley. The Torres Martinez Band is planning to build a casino in Coachella near the other two, depending on a land swap involving their lands under the Salton Sea.

The concentration of casinos in the Indio/Coachella area could be a powerful incentive for development of accommodations, second homes and other tourism infrastructure in the vicinity. This would be especially true if the California Indian tribes are successful in their ongoing attempt to obtain authorization of Class III Las Vegas-style gaming on their lands.



The first of these is the fact that the British Empire was not a homogeneous entity. It was a collection of disparate territories, each with its own history, culture, and political system. The second is the fact that the British Empire was not a static entity. It was a dynamic entity that changed over time, as new territories were added and old ones were lost. The third is the fact that the British Empire was not a benevolent entity. It was a greedy entity that sought to exploit the resources of the territories it controlled for the benefit of the British people.

The fourth is the fact that the British Empire was not a just entity. It was an unjust entity that oppressed the people of the territories it controlled. The fifth is the fact that the British Empire was not a peaceful entity. It was a violent entity that used force to maintain its control over the territories it controlled.

These are the five main reasons why the British Empire was a bad thing.

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The Cabazon Band of Mission Indians has big plans for the Fantasy Springs Casino area. The present facility will be expanded by 40,000 square feet to 120,000 square feet. A hotel with over 900 rooms is planned, along with a 60 acre RV park and an 80 acre theme park. These plans indicate that tribal leaders anticipate that negotiations with the state will result in approval of Class III gaming in the not too distant future.

The top four activities on the list represent the driving force behind tourism in the Coachella Valley. Clearly those facilities now exist in abundance and the need for expansion to serve a growing tourist volume is evident. The City of Coachella is positioning itself to provide a portion of the expanded tourism infrastructure. To be successful, a variety of facilities must be available to provide the critical mass needed to attract a portion of the tourism flow to the Coachella Valley. Is shopping the reward an avid male golfer gives his wife to justify his addiction to the game (or, sometimes the reverse)? If so, it would stand to reason that planning a resort with one activity but without the other would be foolhardy. In fact, shopping is the leading leisure time activity in most full-service destinations, including those that have little golf. It is one of the reasons that the Coachella Valley has become one of the 10 most important destination resorts in the world. Coachella must create an environment in which it can begin to participate in the growth of tourism in the area.

Identifying the underlying engines that drive tourism in the Coachella Valley is valuable, but it is also valuable to review the other infrastructure items that contribute to the whole resort region. A look at the attractions inventory is appropriate as outlined in the following paragraphs.

The existing inventory of attractions in the desert resort region is highlighted in Table 5. Chief among these are the Palm Springs Aerial Tramway drawing about 400,000 annually, The Living Desert, with a current annual attendance volume of 190,000 visitors, and the Palm Springs Desert Museum, reporting 136,000 annual attendees (the latter two presently operate on a seasonal basis roughly from September through June). The Palm Springs Tramway has operated as a major visitor attraction in the valley since the 1960's. It runs about a mile from the edge of the valley floor to the top of Mount San Jacinto and reaches an elevation of 8,516 feet. The sharp contrast between the desert environment on the valley floor and the wooded mountain top is extreme. In winter, the comfortable daytime temperatures of the valley are the opposite of freezing temperatures and snow at the top of the mountains. Conversely, the top of the mountain provides a welcome respite from the heat of the valley floor in the summer. The tram draws an annual attendance of about 375,000 to 400,000, with most visiting in the October to May winter season. Ridership is almost all tourists. The mountain station includes a restaurant, gift shop, theater and picnic area. Mount San Jacinto State Park and Wilderness at the top of the mountain has 54 miles of hiking trails, and offers cross country skiing and overnight camping.

As mentioned previously, The Living Desert is a major natural history and wildlife park (in effect, the resort area's zoo), which includes a participatory nature center, walk through aviary, various animal compounds (coyote grotto, nocturnal animal building, raptor aviary, and zebra, Arabian oryx, and bighorn sheep enclosures), and a visitor center with interpretive exhibits and a 300-seat auditorium. Recently opened is the Eagle Canyon section displaying mountain lions, bobcats, Mexican wolves, foxes, javelina, and golden eagles in authentically landscaped settings.

The Palm Springs Desert Museum is a combination art and natural science museum and the resort area's principal venue for traveling art shows. Its permanent art exhibits emphasize contemporary and classic American western works, Native-American paintings and hand-crafts, an extensive display of miniatures depicting historical scenes, and contemporary American and European sculpture. Permanent natural history exhibits focus on the plant and animal life of the Palm Springs environs, the Cahuilla Indian culture, and a live-animal display area featuring the smaller creatures that inhabit the desert. The museum's 450-seat performing arts theater is the scene of music, dance, and dramatic performances as well as films, lectures, and educational programs.

The Aqua Caliente Band of Cahuilla Indians operates a nature trail in Palm Canyon and two other canyons. The trails parallel streams that run year-round. Vegetation is lush and rock formations are often dramatic. The Indian Canyons, with streams and dense foliage, offer a cool oasis environment during hot summer days through July 4 and will be open year round this year for the first time.

The Oasis Water Park opened in 1990 adjacent to the Oasis Hotel on Gene Autry Drive in Palm Springs. It operates daily from Mid-March to Labor Day and weekends only through October. Water parks are an





increasingly popular means of beating the heat of summer across the nation. The Oasis Park is large, offering 13 slides, a 25,000+ square foot wave pool, and a lazy river. Wave pools appeal to all but the youngest visitors. Various slides are used mostly by patrons aged 10 to 35. The lazy river attracts all ages, and there is a separate wading pool for younger children.

Camelot Park in Rancho Mirage features go-carts, 54 holes of miniature golf, a large arcade, bumper boats and batting cages. The park is maintained in excellent condition. Festival Entertainment Centers generally attract the family market of local residents within a 10-mile radius. However, in resort areas, they appeal to visiting families. Summer heat in the Coachella Valley limits outdoor use in daylight hours, but the evenings are conducive to use when some cooling occurs.

Rounding out the local inventory of attractions are the Heartland Museum of the Heart in Rancho Mirage (90,000 annual attendance), featuring interactive health education exhibits; Cabot's Old Indian Pueblo in Desert Hot Springs (30,000 annual attendance), devoted to Indian and Eskimo art and artifacts; and several minor attractions of historical or science orientation (less than 20,000 annual attendance). Most of these smaller facilities operate all year.

Outdoor activities such as hiking, horseback riding, bird watching, ballooning, cycling, etc., are available in numerous locations throughout the Coachella Valley or nearby in the region.

### **Riverside County Fair and National Date Festival**

The Riverside County Fair and Date Festival is the signature event held annually on the 120 acre Riverside County Fairgrounds and ExpoCenter in Indio. The first Date Festival was in 1921 and it was sponsored by the Indio Civic Club until 1947, when it became a County function. The Date Festival and Fair had paid attendance of 162,489 in 1995 in a ten day run. This number is up from the prior two years, but down from the 1990 to 1992 period. As much as 40 percent are tourist, some coming from across the nation. Many of the 60 percent that are local residents visit the fair and festival more than once during its run. Until 1995 both paid attendance and revenues had been declining over the past five years as indicated below:

| <i>Fiscal Year</i> | <i>Fair &amp; Date Festival<br/>Paid Attendance</i> | <i>Total Revenues</i> |
|--------------------|-----------------------------------------------------|-----------------------|
| 1989-90            | 165,592                                             | \$2,897,000           |
| 1990-91            | 165,028                                             | \$2,770,000           |
| 1991-92            | 166,718                                             | \$2,640,000           |
| 1992-93            | 153,522                                             | \$2,241,000           |
| 1993-94            | 153,727                                             | \$2,164,000           |
| 1994-95            | 162,489                                             | \$2,265,000           |

The primary reasons for the decline in attendance and revenues are a deteriorating residential environment and a growing fear of outbreaks of violence at any large public gathering these days.

In addition to the fair/festival period, the fairgrounds facilities are rented to others for trade shows, special events, conferences and celebrations. However, the marketing program is weak, which results in utilization of less than 40 percent the rest of the year. A Satellite Wagering operation is run in the ExpoCenter. The interim uses and off-track wagering serve the local market primarily, with over 80 percent local use.





The Fair and Date Festival generate about 54 percent of annual revenues, 18 percent comes from off-track wagering and 28 percent is derived from interim uses.

Some discussions have occurred about the possibility of relocating the Fair and Date Festival to a site in the Entertainment Zone in Coachella. However, management estimates that the cost of new facilities would be many times the value of the present site and buildings. With tight budgets at all levels of government, it is difficult to visualize where the money would come from. Fairs throughout California are having difficulty maintaining attendance levels of the past and the off-site wagering operation will be increasingly challenged by the spread of Indian gaming. Thus, revenue bonds are not a viable option to bridge the gap between current property values and the cost of new facilities

## **The Salton Sea**

The Salton Sea is a major recreation resource, the north shore of which is within 20 miles of the City of Coachella. The Sea drains 8,000 square miles of Riverside, Imperial and San Diego Counties and part of Northern Baja, Mexico. It is 34 miles long, up to 14 miles wide and covers 366,000 surface acres.. Its surface elevation is more than 200 feet below the Pacific Ocean. Surrounded by mountains created over eons of geologic time, the basin does not drain to the Pacific Ocean and has attained a salinity greater than the Pacific. Scientists believe that the Salton Sea has been created and then dried up several times as the Colorado River changed course through the work of nature and man. In addition to it's importance for recreation and wildlife habitat, it has become an important depository for agricultural drainage, and stormwater and wastewater runoff.

The governments affected by the level and water quality of the Salton Sea, including Mexico, have agreed to jointly act to attempt to control those elements.

The Salton Sea is reputed to be one of the best fishing spots in the nation, and boating and water sports opportunities are abundant. Proximity to the Sea could be an important benefit to private developers in the Coachella Entertainment Zone, possibly warranting development of a marina with rental boats and tour boats for use by overnight visitors to the Zone when the Sea is stabilized.

## **AVAILABLE MARKET SUPPORT**

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The components of the market available to the Entertainment Zone enterprises in Coachella Valley are the regional resident population, second homeowners and extended-stay visitor (Snowbirds) and overnight tourists, the size and characteristics of which are subsequently described.

### **Resident Market**

Ringed by mountains on three sides and the Salton Sea on the remaining side, the Coachella Valley is effectively isolated from the surrounding area and largely self-contained. In consideration of this geography, HPC has accordingly defined the resident market for Entertainment Zone uses as the nine incorporated cities and various unincorporated sections of the Coachella Valley, plus immediately contiguous communities on the fringe of the resort core, including Cabazon, Morongo Valley, Whitewater, Yucca Valley, Joshua Tree, and Twenty-nine Palms. The area as defined embraces a radius of approximately 30 miles. Visitors originating from beyond this radius are classed as tourists, most of whom remain overnight in the desert region.

**Population Trends.** Riverside County as a whole is the fastest growing urbanized county in the state and one of the fastest growing in the nation. Among the county's several statistical jurisdictions, the desert resort region has emerged as a significant population concentration during the past 15 years, as indicated by the data in Table 6. From a 1980 total of 167,000 people, the permanent population base of this area nearly doubled to some 347,000 currently. While the rate of expansion is expected to slow somewhat in the future, the average annual rate of gain will still outpace most of the rest of the state. Projections call for a total permanent population of 421,000 by the end of the century, representing a 3.2 percent average growth rate. Continuing a 3.2 percent growth rate, the population is projected to reach 577,000 by 2010 and 655,000 by



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2014. Coachella Valley planning officials anticipate build out of the area in about the year 2030, at which time the regional base will approximate 800,000 inhabitants.

Changes in the distribution of the permanent resident population by postal zone are highlighted in Table 7. As shown, the area's two largest resident concentrations in Palm Springs and Indio have declined in relative proportion since 1970, with shares decreasing from 20 percent each to a current 14 percent and 17 percent, respectively. Conversely, substantial proportional gains have occurred in Cathedral City, which doubled its share from 6 percent to 12 percent over the period, and Palm Desert, which expanded its share from 8 percent to 12 percent. Population growth has and will be in an easterly direction, where land is available. A high rate of increase has also been characteristic of La Quinta, but on a comparatively small absolute base. All other sections of the resort area have remained essentially static in share. In absolute terms, Palm Desert added 28,000 new residents between 1970 and 1993, for a current total of some 37,000 people. Over the same period, Indio added 32,000 persons (for a current total of 53,000), while Cathedral City added 29,000 (for a current total of 36,000) and Palm Springs added 22,000 residents (for a current total of 44,000).

Added to this permanent base are a sizable number of seasonal residents--people who live in the area for a period of three to six months. While this segment of the market is difficult to quantify, planning authorities estimate the current total at around 128,000 people, equivalent to 37 percent of the permanent base. Assuming a future growth rate roughly comparable to that of the permanent population, seasonal residents should number about 156,000 by 2000 and 242,000 by 2014.

**Age and Income Characteristics.** Age characteristics of the desert resort region are set forth in Table 8. Roughly one-fourth of the total population is composed of children under 17 years of age, and about 27 percent is represented by persons over 55 years. These data refer to permanent residents; the age profile of the seasonal population is likely somewhat older as many of these people are retirees and other Is empty-nesters. A current income profile for permanent households is presented in Table 9 and indicates that 28 percent of all households report incomes in excess of \$50,000 per year, while 30 percent report less than \$20,000 per year. It should be noted that the true discretionary purchasing power of resort area residents is not fully reflected in income data--the many retirees in the area may have only nominal income, but nevertheless possess substantial financial assets as would be consistent with the region's generally high cost of housing.

Table 10 contains a summary of age and income medians for the various communities in the subject region. An overall median age of about 33 years is calculated, with considerably higher medians associated with Desert Hot Springs (64 years), Rancho Mirage (58 years), and Indian Wells (56 years). At the other end of the scale, Twenty-nine Palms has one of the youngest populations at a median of 26 years, reflecting the presence of a Marine base in this city. The southern reaches of the Coachella Valley also have a comparatively young population, with the City of Coachella reporting a median of 25 years and the Thermal/Mecca and Indio areas reporting a median of 29 years. Underlying these profiles are lower housing costs in the east valley, which is home to many young families. Median age in Palm Desert is about in the middle of the range for the region as a whole at around 46 years.

The range for area household income extends from a median of some \$21,500 per year in Desert Hot Springs (which is heavily retirement-oriented) to some \$70,800 in Indian Wells (traditionally the valley's wealthiest enclave). Palm Desert's median of roughly \$40,000 annually is again a mid-range value and well above the overall regional median of \$32,300 per year. The overall resident market may thus be broadly described as mature and affluent, suggesting a responsive audience for a major recreation concentration appealing to people throughout the Coachella Valley.

## **Tourist Market**

Endowed with a balmy winter climate, superb desert scenery, some of the nation's finest golf courses, and an impressive array of outstanding resort hotels, the Coachella Valley is one of California's prime tourist destinations. Data available from official sources as to the magnitude of the visitor industry for the period 1991 to 1993 are presented in Table 11. As of 1993, total tourist volume is estimated at almost 1.7 million visitors in commercial lodging establishments and another 1.9 million in other accommodations (primarily rental condominiums and homes), for an aggregate of 3.6 million overnight visitors. These estimates are based on



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hotel room capacity developed by the Palm Springs Desert Resorts Convention and Visitors Bureau extrapolated to visitation as shown in Table 12. which incorporates a 57 percent average annual hotel/motel occupancy rate, an average party size of 2.0 persons per room, and an average length of stay of three nights. It is further estimated that 56 percent of all tourists use commercial lodging.

An extended historical series is not available; however, data on hotel room sales suggest that the average growth rate since the mid-1980s has been on the order of 7 or 8 percent per year. Very rapid expansion occurred through 1990, with the industry experiencing fall-off in the early 1990s due to the economic recession. For the first quarter of 1995, room sales tax are up 5.1 percent from a year ago, which is consistent with the return of healthy tourism growth throughout Southern California. Through the remainder of the decade, a reasonable expectation of growth in Coachella Valley tourism might be 5 to 6 percent annually allowing for continually improving performance during summer months. The percentage is expected to fall over time as the base grows, but the absolute increment is projected to continue to increase annually. Increases of this description would yield a total tourist market of 4.9 million by 2000 and 8.9 million by the year 2014 as shown in Table 13.

It is possible that growth could exceed these forecasts with the advent of expanded Indian gaming in the region. Pending the outcome of legal issues now in the courts, Class III Las Vegas-style gambling may be legalized in the area and the desert resorts region could emerge with the highest concentration of casinos in the state, with obvious implications for the tourist industry. Until the legal issues are resolved, it must suffice to say that the desert visitor industry has excellent growth prospects that could be even more robust with expanded casino activity.

Table 11, presented previously, indicates that tourist expenditures in the Coachella Valley were \$998 million in 1991 and have increased to a \$1.4 billion annual rate in 1995. A distribution of this spending during 1995 by type of purchase is presented in Table 14. Food and beverages account for the largest share of the visitor dollar, at 33 percent of total spending, followed by lodging at 27 percent and shopping at 19 percent. The average outlay over the course of a stay in the region amounts to roughly \$368 per person, or around \$123 daily per visitor on the basis of the estimated three-day average stay time. These are substantial levels of expenditure that signal a generally high discretionary income profile for the tourist market.

### **Aggregate Market Support**

A summary of aggregate resident and tourist market support available to Entertainment Zone facilities of the future is contained in Table 15. Overall market size, as shown, will approximate 5.5 million persons by 2000, about 1.7 million more than at present, with longer-term forecasts calling for nearly 10 million 20 years out (2014). Tourists will comprise some 90 percent of the available market and can be expected to contribute heavily to the enterprises located in the Entertainment Zone.

### **Characteristics of the Palm Springs Desert Resorts Tourist - 1995**

As stated previously, the Palm Springs Desert Resorts Convention and Visitors Bureau sent questionnaires to visitors early this year to determine their origin, activities, and demographics. Some of the findings of the survey are shown in detail in Tables 16 through 19. Highlights of the survey include:

- Half of overnight visitors are from Southern California and another 12 percent are from the northern part of the state. The Midwest is the leading out-of-state contributor at 7 percent.
- Most visits are for pleasure or vacation - 59.4 percent - but conventions and combined business/vacation trips are important at 16.4 and 10.9 percent, respectively.
- Reflecting existing hotel accommodations, Palm Springs was the location of stay for 32.3 percent of visitors, followed by Palm Desert at 24.5 percent.





- Per capita spending was \$158 per day, which extrapolates to \$474 during a three-day stay. This is higher than the average for all visitors because many not staying in hotels are housed by friends or relatives or at less expensive facilities.
- 80 percent are repeat visitors and they have visited the area an average of three times in the prior year.
- Party size is 2.0 persons.
- Average age is 42 years.
- 80.5 percent arrived by car.
- They stayed three nights.
- More than half stayed in a hotel of 150 rooms or more.
- Upwards of 70 percent will stay in a hotel on their next step, and more than half would choose a large full-service resort.
- 74 percent are college graduates and more than 90 percent have some college.
- 76 percent are married.
- It is an affluent crowd, with 85 percent having incomes in excess of \$50,000 annually.
- Employment of males is mostly professional or managerial (57 percent) and 11 percent are retired. This is also true of females.

This is a very favorable demographic structure for the development programs contemplated in the Entertainment Zone. It should be noted, however, that overnight visitors from Mexico did not appear in the statistics. This represents a bias in the survey which focused on west valley hotel guests and the high-income east valley communities of Indian Wells and La Quinta. Indio visitors represented only two percent of the sample mailout. Much of the Hispanic population in the Coachella Valley is concentrated in the east valley, and there is clearly significant visitation from Mexico to be with friends and relatives in the area. However, there is no way to quantify this element of the market. In 1994, 7.9 million people crossed the border from Mexicali to the United States in 2.9 million vehicles. This is up 48 percent from 5.3 million people in 1.9 million vehicles a decade earlier. What portion are returning Americans is unknown as is the length of stay and purpose of visit of those who are truly incoming tourists.

Mexicali represents a potential market for tourism developments in Coachella in that it contains an estimated 1 million residents about 100 miles away. Over time it may be possible to find a product that will attract some of those residents, but landowners near a new border crossing point are known to be planning to serve the market directly. San Diego was receiving significant retail, restaurant and nightclub support from residents of the Tijuana area prior to the devaluation of the peso. Gaslamp District restaurateurs indicate that about one-third of their off-season customers are from across the border. But the distance from the border to downtown San Diego is short.





### THEORETICAL USE CONCEPT FOR THE COACHELLA ENTERTAINMENT ZONE

Creating an entertainment zone of the magnitude (2,000 acres) contemplated by the City of Coachella is a major undertaking that will require creativity in concept, design, and implementation. To be successful, the City must create a favorable environment to entice the private sector to build facilities that can attract end users--the local resident and tourists. The prior section of this report have defined the available markets and the tourism infrastructure of the area. This section attempts to visualize a series of steps the City should consider to seed the project, and the types of facilities that would be appropriate.

#### PUBLIC FACILITIES BENEFITING THE PROJECT

Entertainment zones and assessment districts are increasingly created to provide attractive and safe environments for recreation and entertainment based projects. In some cases, such as in Anaheim and Buena Park, it is simply a specific zoning code imposed in an area around an existing attraction to discourage incompatible uses and encourage synergistic development. In other cases, such as Santa Monica's Third Street Promenade and Baltimore's Center City Inner Harbor, an assessment district is set up to fund physical improvements designed to attract private sector development. The latter model is most appropriate for the Coachella entertainment zone.

The City could pursue any number of alternatives to implement the project, including becoming the developer/lessor as Los Angeles County did with Marina Del Rey and San Diego accomplished with Mission Bay. Another approach would be to seed the entertainment zones with one or more major features that could become the focal point of the project, and have the adjacent private lands master planned for specific types of development by the private sector. The following list indicates some of the facilities that could be built by the City:

**Lakes** - The older hotels and motels in the Coachella Valley are mostly devoid of water features, but many newer and larger hotel and second home projects include extensive waterscapes that have proven very appealing to the market. Given the hot and dry climate of the valley, water is a precious amenity. A series of lakes should be the signature elements of the entertainment zone concept. They should be large enough to be a significant visual amenity and provide a variety of recreational uses. Harrison Price Company understands that the City has the right to store 3,300 acre feet of water. Artificial lakes require a depth of 8 to 10 feet to avoid excessive aquatic plant growth. Therefore, a lake of 350 surface acres or more could be created as the water feature for the entertainment zone. However, it is unlikely that more than 100 to 150 surface acres could be effectively used for that purpose.

**Town Square** - The project should also be seeded with a town square to provide a gathering place and to stage festivals and other public events. This is typical of Mexican villages. It should be located on a lakefront parcel.

**Public Parks** - These should be designed to accommodate the needs of families staying at lower priced hotels and motels in the entertainment zone as well as the local population.

**Cultural Facilities** - In the long run, provisions should be made for facilities such as museums, modest performing arts venues, etc.. A cultural center featuring Native American and Hispanic history and traditions is a natural for the area.

**Infrastructure** - In addition to the basic utilities and primary road infrastructure, paths for walking, jogging, and cycling, etc., must be provided.





## PRIVATE SECTOR FACILITIES APPROPRIATE TO THE PROJECT

A wide variety of private facilities could be included in the Entertainment Zone. From the standpoint of economic potential, the Zone should include compatible uses primarily serving the visitor industry. Incompatible uses, including permanent resident housing, manufacturing, warehouses, office space and other non-visitor service uses should be excluded.

Coachella should devote most of its efforts to attracting the type of improvement that generates tourism. A pristine beach, a snow packed mountain, a unique geologic feature, an overwhelming historical setting, a major recreation lake, favorable climate, or scenic beauty can be the driving force in drawing tourism to an area. Man-made facilities can also be the focus of a tourist center if they are located in an existing tourist flow and have the critical mass to become a destination. Anaheim, CA and Orlando, FL were merely stopping points on the way to nearby beach resorts until the Disney developments transformed them into centers of tourism. Winter climate and the unique scenery of the desert and surrounding mountains are the historic origins of tourism in Palm Springs and the Coachella Valley. However, the east valley cities of Indio and Coachella have not participated significantly in the growth of tourism that has made the Coachella Valley one of the world's premiere destinations. In the context of the Coachella Valley and the City of Coachella, prime generators of tourism would include such facilities as:

- Resort and Conference Hotels -- Offering extensive recreation facilities including golf, tennis, and an array of minor recreation activities for all age groups. Conference facilities should be state of the art and large and varied enough to attract off-season occupancy commensurate with the number of rooms.
- Family oriented hotels and motels - Lower density facilities with few on-site amenities clustered around parks featuring extensive indoor and outdoor recreation facilities and providing educational activities and excursions.
- Arts and Entertainment Concentrations - As Las Vegas is to gaming; Branson and Nashville are to country music shows; Santa Fe is to western art and sculpture; and New Orleans is to Dixieland Jazz; Coachella must strive to become known as the center of an art/entertainment form that will set it apart. The rich Indian and Hispanic heritage of the east valley provides more than adequate resources for theming the development in the entertainment zone.
- Themed Recreation Attractions - Disney megaparks aside, most theme parks are a superficial wrapping of rides of various thrill levels designed to entertain the visitor at a very visceral level. Most appeal to a younger crowd and have nominal educational value. A few notable exceptions place and emphasis on crafts, musical performances, and the life style of a region. Water parks, marine shows, and interactive animal parks fit this category as well, but with differing appeals. These types of facilities are represented in the area to varying degrees. Whatever new concept or composite of existing concepts may be proposed, it should broaden, not duplicate, existing attractions in the area.
- Gaming - Class III gaming, as provided in Las Vegas and Atlantic City, is spreading around the country on Indian reservations, riverboats, and land based casinos. If the Coachella Valley tribes are successful in their present battle to gain approval of Class III gaming, a major impetus to destination tourism in the area would be provided.

A list of potential uses to be considered for the Entertainment Zone is contained in Table 20. There are undoubtedly numerous other potential leisure time and visitor service uses that could be added to the list, and their absence does not imply exclusion. In reality, the City of Coachella will create the framework within which private enterprise will develop the various components of the Entertainment Zone. To achieve desired results, the City should maintain control of the type and quality of development through a special district managed by pro-active staff directed by a group of regional private and public interests.

In Table 21, a theoretical development program for the Entertainment Zone is presented. Highlights are:

- 35 percent of the property is assumed to be devoted to public facilities and infrastructure.





- 150 acres are allocated to lakes, fountains and other water features as elements of the project that will set it apart from most other Coachella Valley developments.
- 600 acres are allocated to four 18-hole golf courses, which will be integrated with major hotels as prime visitor generators.

The above uses consume roughly 1,450 acres of the 2,000 acres in the Entertainment Zone and represent the core facilities of the project. Remaining land uses require relatively small acreages in comparison with core uses, but they are the most intensive uses in terms of visitor activity.

- In the next 20 years, annual tourism in the Valley is expected to more than double to 8.9 million, and hotel/motel rooms will double to 32,000. The estimate of 2,400 hotel rooms in the Entertainment Zone is about 15 percent of the increase in the Coachella Valley, a rational goal. (See Appendix A)
- Condominium hotels and timeshares are estimated to provide the equivalent of about 1,000 hotel rooms for overnight visitors.
- Projected visitor expenditures will develop support for an estimated 475,000 square feet of retail and restaurant space in the next 20 years, again at a 15 percent share of the incremental market, but after a 25 percent reduction for food and beverages purchased at markets and consumed in visitor accommodations. This will require an estimated 47 acres.
- Outdoor and indoor recreation and entertainment are allocated a total of 252 acres for a variety of uses.
- Ten acres have been allocated for an agribusiness visitor center featuring permanent exhibits of date, citrus and other agricultural industries. More than 100 acres would be needed if the Date Festival is ultimately moved to the Entertainment Zone, but many financing hurdles would have to be overcome for that to happen.
- 63 acres are left unallocated.

This is a theoretical vision of the end result of focused development of the Entertainment Zone over a 20 year period. HPC believes that the master plan team and the City should set a framework for this development that is sufficiently flexible to accommodate changes over time, but is carefully directed toward the ultimate goal of providing a successful and widely known destination resort.



The following information is being provided to you with the enclosed copy of the letter to the Board of Directors of the Corporation dated 10/10/00.

Enclosed for the Board of Directors is the letter to the Board dated 10/10/00, which contains the information requested by the Board.

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Enclosed for the Board of Directors is also a copy of the letter to the Board dated 10/10/00, which contains the information requested by the Board.

### DOWNTOWN RETAIL AREA

The Downtown Retail Area of the City of Coachella, like that of many older American cities, has not been able to compete with modern shopping centers developed along major arteries in the community. The result is a lack of vitality and a slow-paced ambiance. It will take time and considerable investment to breathe life back in to the downtown area. Nonetheless, with a growing tourist base generated by the Entertainment Zone and increased casino gaming, it may be possible to renew part of the Downtown Retail Area as a gathering place for residents and tourists alike. HPC does not believe that a typical retail market demand analysis is appropriate for the downtown area because its rejuvenation will be accomplished by capturing new markets rather than recapturing old ones.

The critical issue is the creation of an appealing and safe environment to attract visits from all market segments. The following are HPC's suggestions:

- Concentrate early efforts and improvements on the two blocks of Sixth Street between Grapefruit Boulevard and Orchard Avenue, and the City Hall-City Park area.
- The theme should be Mexican.
- Some unifying streetscape consistent with the Mexican theme is essential to identify the area, as was done at Santa Monica's Third Street Promenade.
- Sixth Street should be closed to automobile traffic in those two blocks to create a landscaped pedestrian mall.
- A search should be undertaken to find a Spanish language movie theater operator to build at least one facility there.
- Stages should be provided for musical performances and street dances, etc.
- An emphasis should be placed on food and beverage service initially, with outdoor seating encouraged.
- Retail shops offering specialty and craft merchandise, and booths or carts with souvenirs or novelty items, like Olvera Street in Los Angeles and El Mercado in San Antonio, Texas, should be encouraged.
- A weekly "Farmers Market" would be appropriate.
- As many celebrations and festivals as possible should be staged there, as San Antonio does with its downtown attractions.
- Some form of canopy or shade structure over the block between Grapefruit Boulevard and Vine Street, possibly supplemented by misting devices to reduce summer temperatures, may be worthy of consideration.

The examples of this type of development cited above are briefly described as follows:

#### Third Street Promenade, Santa Monica, CA

This project generated by the City is now highly successful after a checkered history. The City created a pedestrian mall and a parking district with six structures in the 1960s in an attempt to revitalize the downtown retail core. It failed to bring shoppers back downtown. Subsequently, The Mall of Santa Monica, a regional



## References

1. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

2. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

3. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

4. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

5. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

6. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

7. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

8. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

9. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

10. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

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20. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

21. J. H. Conway, *On numbers and games*, *Proc. London Math. Soc.* (3) **36** (1970), no. 2, 318–345. MR0274702 (50:1091)

shopping center built by The Rouse Company, was developed immediately south of the pedestrian mall, and had the effect of attracting some of the better shops from Third Street and leaving it with mostly discount stores of poor quality. The assessment district and special taxes imposed on downtown properties to support the bonds and parking structures discouraged office tenants from locating there. Then, in the mid-1980s a plan was devised to breath life into the area by developing a streetscape that encouraged outdoor dining and pedestrian flows. More importantly, however, the City encouraged movie theater exhibitors to locate on Third Street, and there are now more than 20 screens in multiplex operations. The theatergoers represented an attractive market for potential restaurant operators, and within 3 years of completing the streetscape, the Third Street Promenade had been transformed into one of the most active gathering places west of downtown Los Angeles. This latest evolution of the pedestrian mall was directed by a public/private partnership created by the City, and includes business and social leaders of the community. A full-time staff runs the project, does promotions and plans special events. At its peak, the budget for the operation exceeded \$500,000, but it is substantially smaller now. Management has now turned its focus to improving the retail element of the district.

#### Olvera Street, Los Angeles

Olvera Street in downtown Los Angeles is one of the oldest streets in the City. This Mexican-style marketplace provides a glimpse of Los Angeles in its very early development. Restaurants, shops, kiosks and carts provide a variety of merchandise, food and beverage service and souvenirs, all with a decidedly Mexican flavor. It draws heavily from the Mexican population nearby, but is also popular with tourists to the area, both Mexican nationals and others. Across the street is a park with a gazebo that is used for special events and celebrations.

#### El Mercado, Market Square, San Antonio, Texas

El Mercado is an indoor version of Olvera Street, with vendors selling their wares from individual stalls in the building. For shoppers it recreates the bustling marketplaces found in Mexico and has been a downtown tourist attraction for many years. Market Square contains several popular restaurants, one including a bakery, and hosts nineteen festivals (fiestas) scheduled throughout the year. The entire complex is estimated by management to attract five million visitors per year, of which 80 percent are tourists. Most tourists visit in the daytime or to eat at the restaurants in the evening. Locals visit mostly during the fiestas or on evenings when musical performances are scheduled. The Mexican theme of El Mercado and Market Square is in sharp contrast to the more diverse offerings along the River Walk.

#### **Conclusion**

HPC concludes that development of the downtown area should be patterned after Olvera Street and the El Mercado/Market Square models of distinct Mexican theming. The Santa Monica model is important in that it illustrates that simply closing a street to vehicular traffic and doing some landscaping may not produce results. A pro-active approach must be taken to shape the investment by private enterprise to achieve a desired end result. Moreover, HPC believes that redevelopment of the downtown area should not be undertaken until a tourist flow to the City of Coachella is established.





# Palm Springs Desert Resorts

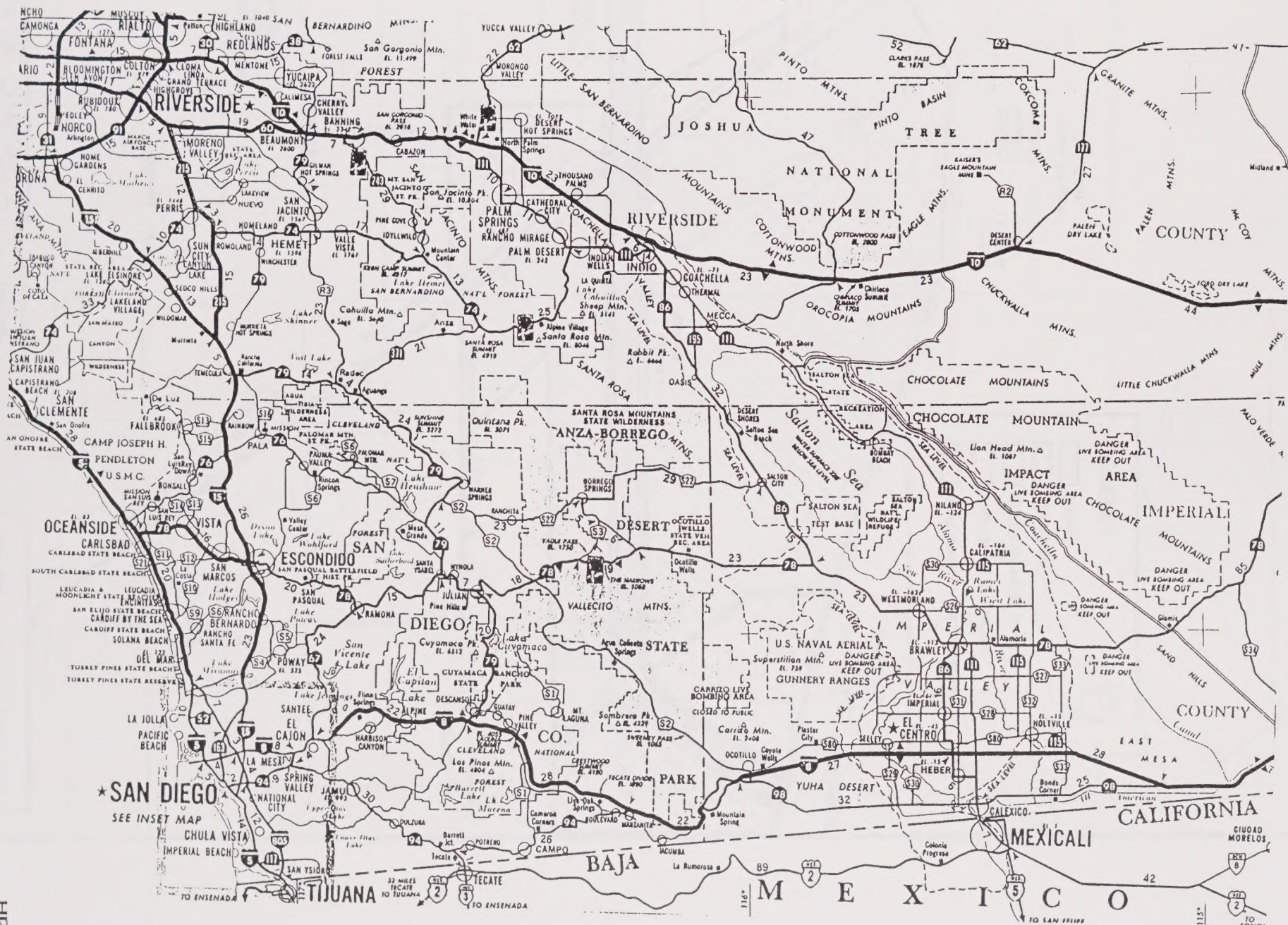




# Palin Synopses County Reports



# REGIONAL SITE LOCATION



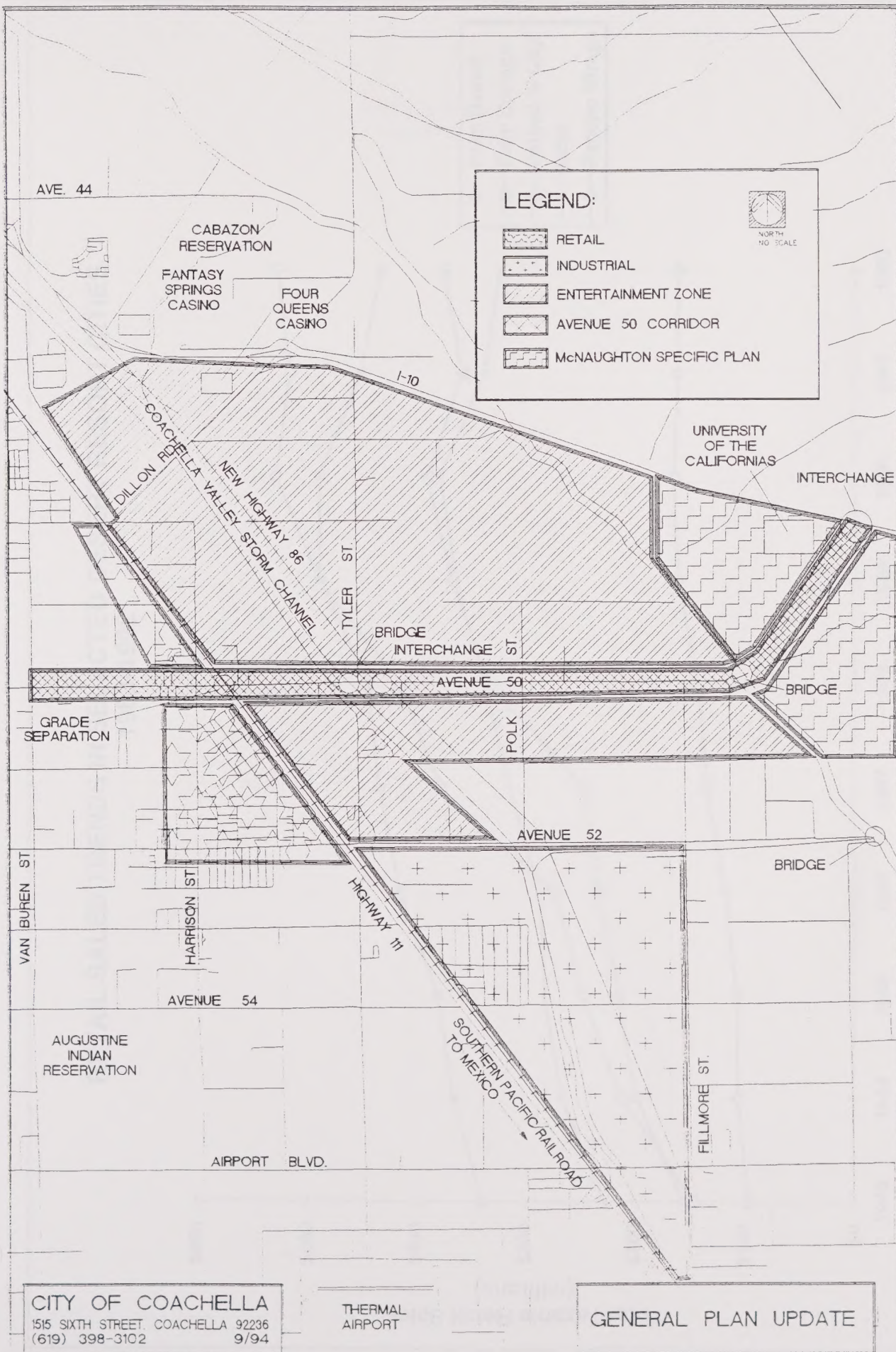
★ SAN DIEGO

SEE INSET MAP

CHULA VISTA  
IMPERIAL BEACH











CHARTER PLAT

1900

PLAT OF LAND

# RETAIL SALES TRENDS IN SELECTED DESERT RESORT CITIES 1983-1992



Source: California State Board of Equalization and Harrison Price Company.





**TABLE 1**  
**TEMPERATURE NORMS IN THE**  
**DESERT RESORTS AREA**

|           | Average Temperature (°F) |         |
|-----------|--------------------------|---------|
|           | Maximum                  | Minimum |
| January   | 69                       | 40      |
| February  | 72                       | 43      |
| March     | 79                       | 46      |
| April     | 87                       | 52      |
| May       | 94                       | 57      |
| June      | 102                      | 64      |
| July      | 108                      | 73      |
| August    | 106                      | 71      |
| September | 102                      | 66      |
| October   | 91                       | 57      |
| November  | 78                       | 46      |
| December  | 70                       | 41      |

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Source: Desert Publications, Inc., "Official Palm Springs Visitors Guide"  
Fall/Winter 1993/1994





**TABLE 2**  
**HOTEL/MOTEL INVENTORY IN THE**  
**DESERT RESORT AREA**  
**1993**

| City                | Number of Rooms | Percent of Total |
|---------------------|-----------------|------------------|
| Palm Springs        | 6,850           | 44               |
| Palm Desert         | 1,900           | 12               |
| Indian Wells        | 1,500           | 10               |
| Rancho Mirage       | 1,200           | 8                |
| Indio/Bermuda Dunes | 800             | 5                |
| La Quinta           | 650             | 4                |
| Cathedral City      | 600             | 4                |
| Desert Hot Springs  | 200             | 1                |
| Other Locations (1) | 1,800           | 11               |
| <b>TOTAL</b>        | <b>15,500</b>   | <b>100</b>       |

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(1) Includes unincorporated areas and outlying communities

Source: Palm Springs Desert Resorts Convention and Visitors  
Bureau and Harrison Price Company



REPORT ON THE  
ANNUAL MEETING OF THE  
BOARD OF DIRECTORS

| Item | Description | Amount |
|------|-------------|--------|
| 1    | Dividend    | \$1.00 |
| 2    | Interest    | \$1.00 |
| 3    | Dividend    | \$1.00 |
| 4    | Interest    | \$1.00 |
| 5    | Dividend    | \$1.00 |
| 6    | Interest    | \$1.00 |
| 7    | Dividend    | \$1.00 |
| 8    | Interest    | \$1.00 |
| 9    | Dividend    | \$1.00 |
| 10   | Interest    | \$1.00 |
| 11   | Dividend    | \$1.00 |
| 12   | Interest    | \$1.00 |
| 13   | Dividend    | \$1.00 |
| 14   | Interest    | \$1.00 |
| 15   | Dividend    | \$1.00 |
| 16   | Interest    | \$1.00 |
| 17   | Dividend    | \$1.00 |
| 18   | Interest    | \$1.00 |
| 19   | Dividend    | \$1.00 |
| 20   | Interest    | \$1.00 |

\_\_\_\_\_  
 President  
 \_\_\_\_\_  
 Secretary

TABLE 3

**RETAIL SALES VOLUME IN  
DESERT RESORT CITIES  
1983 - 1992**

| City                       | Total Taxable Retail Sales |              |  |                       |              |                                       |
|----------------------------|----------------------------|--------------|--|-----------------------|--------------|---------------------------------------|
|                            | 1983                       |              |  | 1993                  |              |                                       |
|                            | Dollars<br>(Millions)      | Percent      |  | Dollars<br>(Millions) | Percent      | % of<br>Increase<br>From<br>1983-1993 |
| <i><b>Eastern Area</b></i> |                            |              |  |                       |              |                                       |
| Indio                      | \$ 226                     | 21.3         |  | \$ 299                | 14.0         | 32.3                                  |
| Coachella                  | \$ 44                      | 4.1          |  | \$ 81                 | 3.8          | 84.1                                  |
| La Quinta                  | \$ 23                      | 2.2          |  | \$ 103                | 4.8          | 347.8                                 |
| Indian Wells               | \$ 14                      | 1.3          |  | \$ 51                 | 2.4          | 264.3                                 |
| Subtotal                   | \$ 307                     | 28.9         |  | \$ 534                | 25.0         | 73.9                                  |
| <i><b>Western Area</b></i> |                            |              |  |                       |              |                                       |
| Palm Desert                | \$ 145                     | 13.6         |  | \$ 600                | 28.1         | 313.8                                 |
| Palm Springs               | \$ 339                     | 31.9         |  | \$ 395                | 18.5         | 16.5                                  |
| Cathedral City             | \$ 155                     | 14.6         |  | \$ 385                | 18.0         | 148.4                                 |
| Rancho Mirage              | \$ 95                      | 8.9          |  | \$ 172                | 8.1          | 81.1                                  |
| Desert Hot Springs         | \$ 22                      | 2.1          |  | \$ 50                 | 2.3          | 127.3                                 |
| Subtotal                   | \$ 756                     | 71.1         |  | \$ 1,602              | 75.0         | 111.9                                 |
| <b>TOTAL</b>               | <b>\$ 1,063</b>            | <b>100.0</b> |  | <b>\$ 2,136</b>       | <b>100.0</b> | <b>100.9</b>                          |

Source: Employment Development Department  
and Harrison Price





**TABLE 4**  
**LEISURE TIME ACTIVITIES OF HOTEL/MOTEL VISITORS**  
**PALM SPRINGS DESERT RESORTS 1995**

| Leisure Time Activities     | Percent |
|-----------------------------|---------|
| Shopping                    | 67.1    |
| Sun and Swimming            | 56.2    |
| Golf                        | 39.8    |
| Sightseeing                 | 37.2    |
| Palm Springs Aerial Tramway | 20.6    |
| Night Clubs                 | 19.3    |
| Therapeutic Facilities      | 15.9    |
| Tennis                      | 15.0    |
| Living Desert               | 14.3    |
| Street Fairs                | 13.6    |
| Desert Museum               | 12.8    |
| Indian Canyons              | 10.4    |
| Hiking                      | 9.7     |
| Sports Tournament Spectator | 7.5     |
| Bicycling                   | 5.9     |
| Live Theater                | 4.8     |
| Oasis Water Park            | 4.5     |
| Celebrity Tours             | 3.2     |
| Indian Gaming               | 2.7     |
| Horseback Riding            | 2.6     |
| Camelot Family Fun          | 2.2     |
| Jeep Tours                  | 1.9     |
| Moorten's Garden            | 1.6     |
| Ballooning                  | 1.5     |
| Local Special Events        | .0      |
| Other                       | 12.4    |

Source: The Palm Springs Desert Resorts Convention and Visitor Bureau



| DATE | DESCRIPTION |
|------|-------------|
| 1911 | ...         |
| 1912 | ...         |
| 1913 | ...         |
| 1914 | ...         |
| 1915 | ...         |
| 1916 | ...         |
| 1917 | ...         |
| 1918 | ...         |
| 1919 | ...         |
| 1920 | ...         |
| 1921 | ...         |
| 1922 | ...         |
| 1923 | ...         |
| 1924 | ...         |
| 1925 | ...         |
| 1926 | ...         |
| 1927 | ...         |
| 1928 | ...         |
| 1929 | ...         |
| 1930 | ...         |
| 1931 | ...         |
| 1932 | ...         |
| 1933 | ...         |
| 1934 | ...         |
| 1935 | ...         |
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| 1938 | ...         |
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| 1941 | ...         |
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| 1943 | ...         |
| 1944 | ...         |
| 1945 | ...         |
| 1946 | ...         |
| 1947 | ...         |
| 1948 | ...         |
| 1949 | ...         |
| 1950 | ...         |
| 1951 | ...         |
| 1952 | ...         |
| 1953 | ...         |
| 1954 | ...         |
| 1955 | ...         |
| 1956 | ...         |
| 1957 | ...         |
| 1958 | ...         |
| 1959 | ...         |
| 1960 | ...         |
| 1961 | ...         |
| 1962 | ...         |
| 1963 | ...         |
| 1964 | ...         |
| 1965 | ...         |
| 1966 | ...         |
| 1967 | ...         |
| 1968 | ...         |
| 1969 | ...         |
| 1970 | ...         |
| 1971 | ...         |
| 1972 | ...         |
| 1973 | ...         |
| 1974 | ...         |
| 1975 | ...         |
| 1976 | ...         |
| 1977 | ...         |
| 1978 | ...         |
| 1979 | ...         |
| 1980 | ...         |
| 1981 | ...         |
| 1982 | ...         |
| 1983 | ...         |
| 1984 | ...         |
| 1985 | ...         |
| 1986 | ...         |
| 1987 | ...         |
| 1988 | ...         |
| 1989 | ...         |
| 1990 | ...         |
| 1991 | ...         |
| 1992 | ...         |
| 1993 | ...         |
| 1994 | ...         |
| 1995 | ...         |
| 1996 | ...         |
| 1997 | ...         |
| 1998 | ...         |
| 1999 | ...         |
| 2000 | ...         |

...

TABLE 5

**INVENTORY OF CULTURAL/EDUCATIONAL ATTRACTIONS  
IN THE DESERT RESORT AREA  
1993**

| <b>Attraction</b>                               | <b>Operating Schedule</b>          | <b>Adult Admission Price</b> | <b>1992 Attendance (thousands)</b> | <b>Description</b>                                                         |
|-------------------------------------------------|------------------------------------|------------------------------|------------------------------------|----------------------------------------------------------------------------|
| Palm Springs Aerial Tramway<br>Palm Springs     | All year                           | \$15.95                      | 376                                | Tram to top of Mt. San Jacinto<br>Restaurant and hiking trails             |
| The Living Desert<br>Palm Desert                | September to mid-June              | \$7.00                       | 190                                | Nature center, walk-through aviary,<br>zoological exhibits, visitor center |
| Camelot Park<br>Cathedral City                  | All Year                           | Pay per use                  | n/a                                | Large family entertainment center                                          |
| Palm Springs Desert Museum<br>Palm Springs      | Mid-September to June              | \$5.00                       | 136                                | Art and natural history museum<br>Performing Arts theater                  |
| Indian Canyons<br>Palm Springs                  | All Year<br>(Prev. closed Jul-Aug) | \$5.00                       | 80                                 | Palm, Andreas and Murray Canyons<br>Oasis along mountain streams           |
| McCallum Theater<br>Palm Desert                 | September to July                  | varies                       | 90                                 | Performing Arts theater<br>(1,125 seats)                                   |
| Oasis Water Park<br>Palm Springs                | Mid-March to October               | \$16.95                      | n/a                                | Large water park                                                           |
| Heartland Museum of the Heart<br>Rancho Mirage  | All year                           | \$2.50                       | 90                                 | Interactive heart health education<br>exhibits, theater                    |
| Cabot's Old Indian Pueblo<br>Desert Hot Springs | All year                           | \$2.50                       | 30                                 | Indian and Eskimo art and artifacts,<br>history exhibits                   |
| Hi-Desert Nature Museum<br>Yucca Valley         | All year                           | free                         | 19                                 | Nature trails, fluorescent mineral<br>exhibit, audio-visual show           |
| Moorten's Botanical Garden<br>Palm Springs      | All year                           | \$2.00                       | n/a                                | Interpretive botanical exhibits,<br>wedding garden                         |





| Attraction                                      | Operating Schedule | Adult Admission Price | 1992 Attendance (thousands) | Description                                                    |
|-------------------------------------------------|--------------------|-----------------------|-----------------------------|----------------------------------------------------------------|
| Coachella Valley Museum Indio                   | September to June  | \$1.00                | n/a                         | History exhibits, local artists gallery                        |
| Village Green Heritage Center Palm Springs      | Mid-October to May | 50¢ each building     | n/a                         | Four historic buildings containing local history exhibits      |
| Children's Museum of the Desert - Rancho Mirage | All year           | \$2.00                | 7                           | Interactive art, science, and humanities exhibits for children |

n/a means not available

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Source: Harrison Price Company





**TABLE 6**  
**POPULATION TRENDS IN THE**  
**DESERT RESORT AREA**  
**1970-2014**

| <b>Year</b>                            | <b>Permanent Resident Population<br/>(thousands)</b> |
|----------------------------------------|------------------------------------------------------|
| 1970 Census                            | 108                                                  |
| 1980 Census                            | 167                                                  |
| 1990 Census                            | 274                                                  |
| 1995 Estimated                         | 347                                                  |
| 2000 Projected                         | 421                                                  |
| 2005 Projected                         | 800                                                  |
| 2010 Projected                         | 577                                                  |
| 2014 Projected                         | 655                                                  |
| <b>Average Annual Rate of Increase</b> | <b>Percent</b>                                       |
| 1980 - 1980                            | 4.5                                                  |
| 1990-1990                              | 3.2                                                  |
| 2000-2010                              | 3.2                                                  |
| 2010-2014                              | 3.22                                                 |

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Source: Urban Decision Systems, Inc., Coachella Valley Association of Governments  
and Harrison Price Company



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**TABLE 7**  
**DISTRIBUTION OF POPULATION IN THE**  
**DESERT RESORTS AREA**  
**1970-1993**

| Percent of Permanent Resident Population |              |              |              |              |
|------------------------------------------|--------------|--------------|--------------|--------------|
| Postal Zip Code (1)                      | 1970         | 1980         | 1990         | 1993         |
| <i><b>Eastern Area</b></i>               |              |              |              |              |
| Indio/Bermuda Dunes                      | 20.0         | 17.0         | 17.0         | 17.0         |
| Thermal/Mecca                            | 8.0          | 7.0          | 7.0          | 7.0          |
| Coachella                                | 8.0          | 6.0          | 6.0          | 6.0          |
| La Quinta                                | .5           | 2.0          | 3.0          | 4.0          |
| Indian Wells                             | .5           | .5           | .5           | .5           |
| Subtotal                                 | 37.0         | 32.5         | 33.5         | 34.5         |
| <i><b>Western Area</b></i>               |              |              |              |              |
| Palm Springs                             | 20.0         | 21.0         | 15.0         | 14.0         |
| Palm Desert                              | 8.0          | 10.0         | 12.0         | 12.0         |
| Cathedral City                           | 6.0          | 6.0          | 11.0         | 12.0         |
| Rancho Mirage                            | 3.0          | 4.0          | 4.0          | 3.0          |
| Thousand Palms                           | .5           | 2.0          | 2.0          | 2.0          |
| Desert Hot Springs                       | .5           | .5           | .5           | .5           |
| Subtotal                                 | 38.0         | 44.0         | 45.0         | 44.0         |
| <i><b>Adjacent Areas (2)</b></i>         | 25.0         | 24.0         | 22.0         | 22.0         |
| <b>TOTAL</b>                             | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> |

(1) Postal zones do not necessarily conform to city limits

(2) Includes Cabazon, Joshua Tree, Morongo Valley, Twenty-Nine Palms, Whitewater and Yucca Valley postal zones

---

Source: Urban Decision Systems, Inc. And Harrison Price Company



# Table 1

Summary of the results of the analysis of the data from the 1990-1991 survey of the health status of the population of the United Kingdom.

Results are presented in the following table.

| Health Status | 1990-1991 | 1992-1993 | 1994-1995 | 1996-1997 |
|---------------|-----------|-----------|-----------|-----------|
| Good          | 45.0      | 46.0      | 47.0      | 48.0      |
| Fair          | 35.0      | 36.0      | 37.0      | 38.0      |
| Poor          | 20.0      | 18.0      | 16.0      | 14.0      |
| Very poor     | 10.0      | 12.0      | 15.0      | 18.0      |
| Unknown       | 1.0       | 1.0       | 1.0       | 1.0       |
| Total         | 100.0     | 100.0     | 100.0     | 100.0     |

The results of the analysis of the data from the 1990-1991 survey of the health status of the population of the United Kingdom are presented in the following table.

**TABLE 8**  
**AGE DISTRIBUTION OF THE**  
**DESERT RESORT AREA POPULATION**  
**1993**

| <b>Age Group</b>  | <b>Permanent<br/>Resident<br/>Population<br/>(thousands)</b> | <b>Percent of Total</b> |
|-------------------|--------------------------------------------------------------|-------------------------|
| Less than 5 years | 28                                                           | 9.3                     |
| 5 - 17 years      | 52                                                           | 16.8                    |
| 18 - 24 years     | 30                                                           | 9.7                     |
| 25 - 34 years     | 48                                                           | 15.6                    |
| 35 - 55 years     | 39                                                           | 12.6                    |
| 45 - 54 years     | 28                                                           | 9.1                     |
| 55 - 64 years     | 27                                                           | 8.9                     |
| 65 years or more  | 55                                                           | 18.0                    |
| <b>TOTAL</b>      | <b>307</b>                                                   | <b>100.0</b>            |

---

Source: Urban Decision Systems, Inc. and Harrison Price Company



# Table 1

Table 1. Summary of the results of the regression analysis. The dependent variable is the log of the number of species. The independent variables are the log of the area, the log of the mean depth, and the log of the mean width.

| Variable           | Parameter estimate | Standard error |
|--------------------|--------------------|----------------|
| Area               | 0.15               | 0.02           |
| Depth              | -0.05              | 0.01           |
| Width              | 0.02               | 0.01           |
| Area <sup>2</sup>  | -0.002             | 0.001          |
| Depth <sup>2</sup> | 0.001              | 0.001          |
| Width <sup>2</sup> | -0.001             | 0.001          |
| Area*Depth         | 0.001              | 0.001          |
| Area*Width         | 0.001              | 0.001          |
| Depth*Width        | 0.001              | 0.001          |
| Area*Depth*Width   | 0.001              | 0.001          |
| Constant           | 1.50               | 0.10           |
| R <sup>2</sup>     | 0.85               |                |
| F                  | 10.00              |                |

Table 1. Summary of the results of the regression analysis. The dependent variable is the log of the number of species. The independent variables are the log of the area, the log of the mean depth, and the log of the mean width.

Table 1. Summary of the results of the regression analysis. The dependent variable is the log of the number of species. The independent variables are the log of the area, the log of the mean depth, and the log of the mean width.

TABLE 9

**HOUSEHOLD INCOME DISTRIBUTION IN THE  
DESERT RESORT AREA  
1993**

| Income Group         | Permanent Resident<br>Households<br>(thousands) | Percent of Total |
|----------------------|-------------------------------------------------|------------------|
| Less than \$10,000   | 14                                              | 12.6             |
| \$10,000 - \$20,000  | 20                                              | 17.6             |
| \$20,000 - \$35,000  | 27                                              | 24.0             |
| \$35,000 - \$50,000  | 20                                              | 18.0             |
| \$50,000 - \$75,000  | 17                                              | 15.6             |
| \$75,000 - \$100,000 | 6                                               | 5.7              |
| More than \$100,000  | 7                                               | 6.5              |
| <b>TOTAL</b>         | <b>111</b>                                      | <b>100.0</b>     |

Source: Urban Decision Systems, Inc. and  
Harrison Price Company



# TABLE 1

## RESEARCH ON THE EFFECTS OF THE 1990-1991 BUDGET CUTS ON THE ECONOMY

| Year | Real GDP Growth | Unemployment Rate |
|------|-----------------|-------------------|
| 1990 | 2.9%            | 6.7%              |
| 1991 | 1.9%            | 7.6%              |
| 1992 | 3.4%            | 7.5%              |
| 1993 | 4.7%            | 6.7%              |
| 1994 | 4.7%            | 6.7%              |
| 1995 | 5.4%            | 6.7%              |
| 1996 | 5.5%            | 6.7%              |
| 1997 | 4.9%            | 6.7%              |
| 1998 | 4.5%            | 6.7%              |
| 1999 | 3.3%            | 6.7%              |
| 2000 | 4.1%            | 6.7%              |

Source: Bureau of Economic Analysis, Department of Commerce.

TABLE 10

**MEDIAN AGE AND HOUSEHOLD INCOME  
IN THE DESERT RESORT AREA  
1993**

| Permanent Resident Population |                    |                         |
|-------------------------------|--------------------|-------------------------|
| Postal Zone (1)               | Median Age (years) | Median Household Income |
| <b><i>Eastern Area</i></b>    |                    |                         |
| Indian Wells                  | 55.8               | 70,765                  |
| La Quinta                     | 30.4               | 41,098                  |
| Indio/Bermuda Dunes           | 29.3               | 32,936                  |
| Coachella                     | 24.9               | 28,416                  |
| Thermal/Mecca                 | 29.3               | 24,875                  |
| <b><i>Western Area</i></b>    |                    |                         |
| Rancho Mirage                 | 57.7               | 48,467                  |
| Palm Desert                   | 46.5               | 39,816                  |
| Cathedral City                | 31.6               | 34,896                  |
| Palm Springs                  | 42.0               | 31,091                  |
| Thousand Palms                | 46.7               | 30,442                  |
| Desert Hot Springs            | 64.0               | 21,471                  |
| <b><i>Adjacent Areas</i></b>  |                    |                         |
| Whitewater                    | 28.4               | 35,543                  |
| Morongo Valley                | 37.7               | 32,609                  |
| Twenty-nine Palms             | 25.6               | 26,798                  |
| Yucca Valley                  | 42.3               | 26,437                  |
| Joshua Tree                   | 39.2               | 24,070                  |
| Cabazon                       | 35.3               | 18,558                  |
| TOTAL                         | 33.2               | 32,291                  |

(1) Postal zones do not necessarily conform to city limits

Source: Urban Decision Systems, Inc. and  
Harrison Price Company





**TABLE 11**

**ESTIMATED TOURISM TO THE  
DESERT RESORT AREA  
1991 through 1993**

|                                               | Year             |                    |                    |
|-----------------------------------------------|------------------|--------------------|--------------------|
|                                               | 1991             | 1992               | 1993               |
| Estimated Tourist Volume<br>(thousands)       |                  |                    |                    |
| Hotel/Motel Visitors                          | 1,506            | 1,612              | 1,686              |
| Non-Hotel Visitors                            | 1,768            | 1,892              | 1,948              |
| <b>TOTAL</b>                                  | <b>3,274</b>     | <b>3,504</b>       | <b>3,634</b>       |
| Estimated Tourist Expenditures<br>(thousands) |                  |                    |                    |
| Hotel/Motel Visitors                          | \$605,144        | \$648,158          | \$678,000          |
| Non-Hotel Visitors                            | \$392,496        | \$420,024          | \$431,000          |
| <b>TOTAL</b>                                  | <b>\$997,640</b> | <b>\$1,068,182</b> | <b>\$1,109,000</b> |

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Source: Palms Springs Desert Resorts Convention & Visitors Bureau





TABLE 12  
DERIVATION OF THE  
DESERT RESORT AREA TOURIST MARKET  
1995

|                                             | Amount or Factor |
|---------------------------------------------|------------------|
| Number of Hotel/Motel Rooms                 | 15,500           |
| Average Annual Occupancy Rate               | 57%              |
| Number of Occupied Rooms - Daily Average    | 8,835            |
| Annual Occupied Room-Nights (at 365 days)   | 3,224,775        |
| Average Number of Persons per Room          | 2.0              |
| Total Hotel/Motel Visitor-Nights            | 6,449,550        |
| Average Length of Hotel/Motel Stay (nights) | 3.0              |
| Total Visitors in Hotels/Motels             | 2,149,850        |
| Hotel/Motel Visitors as Percent of Total    | 56%              |
| Total Visitors                              | 3,839,018        |
| Rounded to                                  | 3,800,000        |

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Source: Palm Springs Desert Resorts Convention and  
Visitors Bureau and Harrison Price Company





TABLE 13

**PROJECTIONS OF OVERNIGHT VISITORS  
PALM SPRINGS DESERT RESORTS**

| <b>Year</b> | <b>Percent Increase</b> | <b>Overnight Visitors<br/>(000)</b> |
|-------------|-------------------------|-------------------------------------|
| 1995        | 5.6                     | 3,800                               |
| 1996        | 5.5                     | 4,009                               |
| 1997        | 5.4                     | 4,225                               |
| 1998        | 5.3                     | 4,449                               |
| 1999        | 5.2                     | 4,681                               |
| 2000        | 5.1                     | 4,920                               |
| 2001        | 5.0                     | 5,166                               |
| 2002        | 4.9                     | 5,419                               |
| 2003        | 4.8                     | 5,679                               |
| 2004        | 4.7                     | 5,946                               |
| 2005        | 4.6                     | 6,219                               |
| 2006        | 4.5                     | 6,499                               |
| 2007        | 4.4                     | 6,785                               |
| 2008        | 4.3                     | 7,077                               |
| 2009        | 4.2                     | 7,374                               |
| 2010        | 4.1                     | 7,676                               |
| 2011        | 4.0                     | 7,983                               |
| 2012        | 3.9                     | 8,295                               |
| 2013        | 3.8                     | 8,610                               |
| 2014        | 3.7                     | 8,928                               |
| INCREASE    |                         | 5,128                               |

Source: Harrison Price Company





TABLE 14

**DISTRIBUTION OF DESERT RESORTS AREA  
TOURIST EXPENDITURES  
1995**

| <b>Type of Expenditure</b> | <b>Total Expenditures (thousands)</b> | <b>Average Expenditure Per Visitor (1)</b> | <b>Percent of Total</b> |
|----------------------------|---------------------------------------|--------------------------------------------|-------------------------|
| Lodging                    | \$ 377,000                            | \$ 99.21                                   | 27%                     |
| Food and Beverages         | \$ 461,000                            | \$ 121.32                                  | 33%                     |
| Local Transportation       | \$ 98,000                             | \$ 25.79                                   | 7%                      |
| Shopping                   | \$ 266,000                            | \$ 70.00                                   | 19%                     |
| Entertainment/Recreation   | \$ 126,000                            | \$ 33.16                                   | 9%                      |
| Personal                   | \$ 28,000                             | \$ 7.37                                    | 2%                      |
| Miscellaneous              | \$ 42,000                             | \$ 11.05                                   | 3%                      |
| SUBTOTAL                   | \$ 1,398,000                          | \$ 367.89                                  | 100%                    |

(1) Based on the estimated 1995 visitor volume of 3.8 million

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Source: Palm Springs Desert Resorts Convention & Visitors Bureau and Harrison Price Company



# Table 1

Estimated values of the parameters of the model

| Parameter     | Estimated value | Standard error | t-value | Probability |
|---------------|-----------------|----------------|---------|-------------|
| $\alpha_1$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_2$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_3$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_4$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_5$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_6$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_7$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_8$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_9$    | 0.0000          | 0.0000         | 0.0000  | 1.0000      |
| $\alpha_{10}$ | 0.0000          | 0.0000         | 0.0000  | 1.0000      |

Source: Author's calculations based on the data of the Ministry of Education and Science of the Republic of Armenia.

Note: The values in parentheses are the standard errors of the estimates.

TABLE 15

**AGGREGATE MARKET SUPPORT AVAILABLE TO  
COACHELLA ENTERTAINMENT ZONE  
1993-2000**

| Market Segment         | Market Size<br>(thousands) |       |       |       |       |
|------------------------|----------------------------|-------|-------|-------|-------|
|                        | 1995                       | 2000  | 2005  | 2010  | 2114  |
| <b><i>Resident</i></b> |                            |       |       |       |       |
| Permanent              | 347                        | 421   | 500   | 577   | 655   |
| Seasonal               | 128                        | 156   | 185   | 213   | 242   |
| Subtotal               | 475                        | 577   | 685   | 790   | 897   |
| <b><i>Tourist</i></b>  | 3,800                      | 4,900 | 6,219 | 7,676 | 8,928 |
| Total                  | 4,275                      | 5,477 | 6,904 | 8,466 | 9,825 |

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Source: Harrison Price Company



STATE OF NEW YORK  
IN SENATE  
JANUARY 12, 1910.

REPORT OF THE  
COMMISSIONER OF THE LAND OFFICE

| STATE OF NEW YORK | LAND OFFICE | REPORT OF THE COMMISSIONER | FOR THE YEAR 1909 | AND FOR THE PERIOD FROM JANUARY 1, 1908, TO DECEMBER 31, 1909 |
|-------------------|-------------|----------------------------|-------------------|---------------------------------------------------------------|
| 1909              | 1908        | 1907                       | 1906              | 1905                                                          |
| 1904              | 1903        | 1902                       | 1901              | 1900                                                          |
| 1900              | 1899        | 1898                       | 1897              | 1896                                                          |
| 1895              | 1894        | 1893                       | 1892              | 1891                                                          |
| 1890              | 1889        | 1888                       | 1887              | 1886                                                          |
| 1885              | 1884        | 1883                       | 1882              | 1881                                                          |
| 1880              | 1879        | 1878                       | 1877              | 1876                                                          |
| 1875              | 1874        | 1873                       | 1872              | 1871                                                          |
| 1870              | 1869        | 1868                       | 1867              | 1866                                                          |
| 1865              | 1864        | 1863                       | 1862              | 1861                                                          |
| 1860              | 1859        | 1858                       | 1857              | 1856                                                          |
| 1855              | 1854        | 1853                       | 1852              | 1851                                                          |
| 1850              | 1849        | 1848                       | 1847              | 1846                                                          |
| 1845              | 1844        | 1843                       | 1842              | 1841                                                          |
| 1840              | 1839        | 1838                       | 1837              | 1836                                                          |
| 1835              | 1834        | 1833                       | 1832              | 1831                                                          |
| 1830              | 1829        | 1828                       | 1827              | 1826                                                          |
| 1825              | 1824        | 1823                       | 1822              | 1821                                                          |
| 1820              | 1819        | 1818                       | 1817              | 1816                                                          |
| 1815              | 1814        | 1813                       | 1812              | 1811                                                          |
| 1810              | 1809        | 1808                       | 1807              | 1806                                                          |
| 1805              | 1804        | 1803                       | 1802              | 1801                                                          |
| 1800              | 1799        | 1798                       | 1797              | 1796                                                          |
| 1795              | 1794        | 1793                       | 1792              | 1791                                                          |
| 1790              | 1789        | 1788                       | 1787              | 1786                                                          |
| 1785              | 1784        | 1783                       | 1782              | 1781                                                          |
| 1780              | 1779        | 1778                       | 1777              | 1776                                                          |
| 1775              | 1774        | 1773                       | 1772              | 1771                                                          |
| 1770              | 1769        | 1768                       | 1767              | 1766                                                          |
| 1765              | 1764        | 1763                       | 1762              | 1761                                                          |
| 1760              | 1759        | 1758                       | 1757              | 1756                                                          |
| 1755              | 1754        | 1753                       | 1752              | 1751                                                          |
| 1750              | 1749        | 1748                       | 1747              | 1746                                                          |
| 1745              | 1744        | 1743                       | 1742              | 1741                                                          |
| 1740              | 1739        | 1738                       | 1737              | 1736                                                          |
| 1735              | 1734        | 1733                       | 1732              | 1731                                                          |
| 1730              | 1729        | 1728                       | 1727              | 1726                                                          |
| 1725              | 1724        | 1723                       | 1722              | 1721                                                          |
| 1720              | 1719        | 1718                       | 1717              | 1716                                                          |
| 1715              | 1714        | 1713                       | 1712              | 1711                                                          |
| 1710              | 1709        | 1708                       | 1707              | 1706                                                          |
| 1705              | 1704        | 1703                       | 1702              | 1701                                                          |
| 1700              | 1699        | 1698                       | 1697              | 1696                                                          |
| 1695              | 1694        | 1693                       | 1692              | 1691                                                          |
| 1690              | 1689        | 1688                       | 1687              | 1686                                                          |
| 1685              | 1684        | 1683                       | 1682              | 1681                                                          |
| 1680              | 1679        | 1678                       | 1677              | 1676                                                          |
| 1675              | 1674        | 1673                       | 1672              | 1671                                                          |
| 1670              | 1669        | 1668                       | 1667              | 1666                                                          |
| 1665              | 1664        | 1663                       | 1662              | 1661                                                          |
| 1660              | 1659        | 1658                       | 1657              | 1656                                                          |
| 1655              | 1654        | 1653                       | 1652              | 1651                                                          |
| 1650              | 1649        | 1648                       | 1647              | 1646                                                          |
| 1645              | 1644        | 1643                       | 1642              | 1641                                                          |
| 1640              | 1639        | 1638                       | 1637              | 1636                                                          |
| 1635              | 1634        | 1633                       | 1632              | 1631                                                          |
| 1630              | 1629        | 1628                       | 1627              | 1626                                                          |
| 1625              | 1624        | 1623                       | 1622              | 1621                                                          |
| 1620              | 1619        | 1618                       | 1617              | 1616                                                          |
| 1615              | 1614        | 1613                       | 1612              | 1611                                                          |
| 1610              | 1609        | 1608                       | 1607              | 1606                                                          |
| 1605              | 1604        | 1603                       | 1602              | 1601                                                          |
| 1600              | 1599        | 1598                       | 1597              | 1596                                                          |
| 1595              | 1594        | 1593                       | 1592              | 1591                                                          |
| 1590              | 1589        | 1588                       | 1587              | 1586                                                          |
| 1585              | 1584        | 1583                       | 1582              | 1581                                                          |
| 1580              | 1579        | 1578                       | 1577              | 1576                                                          |
| 1575              | 1574        | 1573                       | 1572              | 1571                                                          |
| 1570              | 1569        | 1568                       | 1567              | 1566                                                          |
| 1565              | 1564        | 1563                       | 1562              | 1561                                                          |
| 1560              | 1559        | 1558                       | 1557              | 1556                                                          |
| 1555              | 1554        | 1553                       | 1552              | 1551                                                          |
| 1550              | 1549        | 1548                       | 1547              | 1546                                                          |
| 1545              | 1544        | 1543                       | 1542              | 1541                                                          |
| 1540              | 1539        | 1538                       | 1537              | 1536                                                          |
| 1535              | 1534        | 1533                       | 1532              | 1531                                                          |
| 1530              | 1529        | 1528                       | 1527              | 1526                                                          |
| 1525              | 1524        | 1523                       | 1522              | 1521                                                          |
| 1520              | 1519        | 1518                       | 1517              | 1516                                                          |
| 1515              | 1514        | 1513                       | 1512              | 1511                                                          |
| 1510              | 1509        | 1508                       | 1507              | 1506                                                          |
| 1505              | 1504        | 1503                       | 1502              | 1501                                                          |
| 1500              | 1499        | 1498                       | 1497              | 1496                                                          |
| 1495              | 1494        | 1493                       | 1492              | 1491                                                          |
| 1490              | 1489        | 1488                       | 1487              | 1486                                                          |
| 1485              | 1484        | 1483                       | 1482              | 1481                                                          |
| 1480              | 1479        | 1478                       | 1477              | 1476                                                          |
| 1475              | 1474        | 1473                       | 1472              | 1471                                                          |
| 1470              | 1469        | 1468                       | 1467              | 1466                                                          |
| 1465              | 1464        | 1463                       | 1462              | 1461                                                          |
| 1460              | 1459        | 1458                       | 1457              | 1456                                                          |
| 1455              | 1454        | 1453                       | 1452              | 1451                                                          |
| 1450              | 1449        | 1448                       | 1447              | 1446                                                          |
| 1445              | 1444        | 1443                       | 1442              | 1441                                                          |
| 1440              | 1439        | 1438                       | 1437              | 1436                                                          |
| 1435              | 1434        | 1433                       | 1432              | 1431                                                          |
| 1430              | 1429        | 1428                       | 1427              | 1426                                                          |
| 1425              | 1424        | 1423                       | 1422              | 1421                                                          |
| 1420              | 1419        | 1418                       | 1417              | 1416                                                          |
| 1415              | 1414        | 1413                       | 1412              | 1411                                                          |
| 1410              | 1409        | 1408                       | 1407              | 1406                                                          |
| 1405              | 1404        | 1403                       | 1402              | 1401                                                          |
| 1400              | 1399        | 1398                       | 1397              | 1396                                                          |
| 1395              | 1394        | 1393                       | 1392              | 1391                                                          |
| 1390              | 1389        | 1388                       | 1387              | 1386                                                          |
| 1385              | 1384        | 1383                       | 1382              | 1381                                                          |
| 1380              | 1379        | 1378                       | 1377              | 1376                                                          |
| 1375              | 1374        | 1373                       | 1372              | 1371                                                          |
| 1370              | 1369        | 1368                       | 1367              | 1366                                                          |
| 1365              | 1364        | 1363                       | 1362              | 1361                                                          |
| 1360              | 1359        | 1358                       | 1357              | 1356                                                          |
| 1355              | 1354        | 1353                       | 1352              | 1351                                                          |
| 1350              | 1349        | 1348                       | 1347              | 1346                                                          |
| 1345              | 1344        | 1343                       | 1342              | 1341                                                          |
| 1340              | 1339        | 1338                       | 1337              | 1336                                                          |
| 1335              | 1334        | 1333                       | 1332              | 1331                                                          |
| 1330              | 1329        | 1328                       | 1327              | 1326                                                          |
| 1325              | 1324        | 1323                       | 1322              | 1321                                                          |
| 1320              | 1319        | 1318                       | 1317              | 1316                                                          |
| 1315              | 1314        | 1313                       | 1312              | 1311                                                          |
| 1310              | 1309        | 1308                       | 1307              | 1306                                                          |
| 1305              | 1304        | 1303                       | 1302              | 1301                                                          |
| 1300              | 1299        | 1298                       | 1297              | 1296                                                          |
| 1295              | 1294        | 1293                       | 1292              | 1291                                                          |
| 1290              | 1289        | 1288                       | 1287              | 1286                                                          |
| 1285              | 1284        | 1283                       | 1282              | 1281                                                          |
| 1280              | 1279        | 1278                       | 1277              | 1276                                                          |
| 1275              | 1274        | 1273                       | 1272              | 1271                                                          |
| 1270              | 1269        | 1268                       | 1267              | 1266                                                          |
| 1265              | 1264        | 1263                       | 1262              | 1261                                                          |
| 1260              | 1259        | 1258                       | 1257              | 1256                                                          |
| 1255              | 1254        | 1253                       | 1252              | 1251                                                          |
| 1250              | 1249        | 1248                       | 1247              | 1246                                                          |
| 1245              | 1244        | 1243                       | 1242              | 1241                                                          |
| 1240              | 1239        | 1238                       | 1237              | 1236                                                          |
| 1235              | 1234        | 1233                       | 1232              | 1231                                                          |
| 1230              | 1229        | 1228                       | 1227              | 1226                                                          |
| 1225              | 1224        | 1223                       | 1222              | 1221                                                          |
| 1220              | 1219        | 1218                       | 1217              | 1216                                                          |
| 1215              | 1214        | 1213                       | 1212              | 1211                                                          |
| 1210              | 1209        | 1208                       | 1207              | 1206                                                          |
| 1205              | 1204        | 1203                       | 1202              | 1201                                                          |
| 1200              | 1199        | 1198                       | 1197              | 1196                                                          |
| 1195              | 1194        | 1193                       | 1192              | 1191                                                          |
| 1190              | 1189        | 1188                       | 1187              | 1186                                                          |
| 1185              | 1184        | 1183                       | 1182              | 1181                                                          |
| 1180              | 1179        | 1178                       | 1177              | 1176                                                          |
| 1175              | 1174        | 1173                       | 1172              | 1171                                                          |
| 1170              | 1169        | 1168                       | 1167              | 1166                                                          |
| 1165              | 1164        | 1163                       | 1162              | 1161                                                          |
| 1160              | 1159        | 1158                       | 1157              | 1156                                                          |
| 1155              | 1154        | 1153                       | 1152              | 1151                                                          |
| 1150              | 1149        | 1148                       | 1147              | 1146                                                          |
| 1145              | 1144        | 1143                       | 1142              | 1141                                                          |
| 1140              | 1139        | 1138                       | 1137              | 1136                                                          |
| 1135              | 1134        | 1133                       | 1132              | 1131                                                          |
| 1130              | 1129        | 1128                       | 1127              | 1126                                                          |
| 1125              | 1124        | 1123                       | 1122              | 1121                                                          |
| 1120              | 1119        | 1118                       | 1117              | 1116                                                          |
| 1115              | 1114        | 1113                       | 1112              | 1111                                                          |
| 1110              | 1109        | 1108                       | 1107              | 1106                                                          |
| 1105              | 1104        | 1103                       | 1102              | 1101                                                          |
| 1100              | 1099        | 1098                       | 1097              | 1096                                                          |
| 1095              | 1094        | 1093                       | 1092              | 1091                                                          |
| 1090              | 1089        | 1088                       | 1087              | 1086                                                          |
| 1085              | 1084        | 1083                       | 1082              | 1081                                                          |
| 1080              | 1079        | 1078                       | 1077              | 1076                                                          |
| 1075              | 1074        | 1073                       | 1072              | 1071                                                          |
| 1070              | 1069        | 1068                       | 1067              | 1066                                                          |
| 1065              | 1064        | 1063                       | 1062              | 1061                                                          |
| 1060              | 1059        | 1058                       | 1057              | 1056                                                          |
| 1055              | 1054        | 1053                       | 1052              | 1051                                                          |
| 1050              | 1049        | 1048                       | 1047              | 1046                                                          |
| 1045              | 1044        | 1043                       | 1042              | 1041                                                          |
| 1040              | 1039        | 1038                       | 1037              | 1036                                                          |
| 1035              | 1034        | 1033                       | 1032              | 1031                                                          |
| 1030              | 1029        | 1028                       | 1027              | 1026                                                          |
| 1025              | 1024        | 1023                       | 1022              | 1021                                                          |
| 1020              | 1019        | 1018                       | 1017              | 1016                                                          |
| 1015              | 1014        | 1013                       | 1012              | 1011                                                          |
| 1010              | 1009        | 1008                       | 1007              | 1006                                                          |
| 1005              | 1004        | 1003                       | 1002              | 1001                                                          |
| 1000              | 999         | 998                        | 997               | 996                                                           |
| 995               | 994         | 993                        | 992               | 991                                                           |
| 990               | 989         | 988                        | 987               | 986                                                           |
| 985               | 984         | 983                        | 982               | 981                                                           |
| 980               | 979         | 978                        | 977               | 976                                                           |
| 975               | 974         | 973                        | 972               | 971                                                           |
| 970               | 969         | 968                        | 967               | 966                                                           |
| 965               | 964         | 963                        | 962               | 961                                                           |
| 960               | 959         | 958                        | 957               | 956                                                           |
| 955               | 954         | 953                        | 952               | 951                                                           |
| 950               | 949         | 948                        | 947               | 946                                                           |
| 945               | 944         | 943                        | 942               | 941                                                           |
| 940               | 939         | 938                        | 937               | 936                                                           |
| 935               | 934         | 933                        | 932               | 931                                                           |
| 930               | 929         | 928                        | 927               | 926                                                           |
| 925               | 924         | 923                        | 922               | 921                                                           |
| 920               | 919         | 918                        | 917               | 916                                                           |
| 915               | 914         | 913                        | 912               | 911                                                           |
| 910               | 909         | 908                        | 907               | 906                                                           |
| 905               | 904         | 903                        | 902               | 901                                                           |
| 900               | 899         | 898                        | 897               | 896                                                           |
| 895               | 894         | 893                        | 892               | 891                                                           |
| 890               | 889         | 888                        | 887               | 886                                                           |
| 885               | 884         | 883                        | 882               | 881                                                           |
| 880               | 879         | 878                        | 877               | 876                                                           |
| 875               | 874         | 873                        | 872               | 871                                                           |
| 870               | 869         | 868                        | 867               | 866                                                           |
| 865               | 864         | 863                        | 862               | 861                                                           |
| 860               | 859         | 858                        | 857               | 856                                                           |
| 855               | 854         | 853                        | 852               | 851                                                           |
| 850               | 849         | 848                        | 847               | 846                                                           |
| 845               | 844         | 843                        | 842               | 841                                                           |
| 840               | 839         | 838                        | 837               | 836                                                           |
| 835               | 834         | 833                        | 832               | 831                                                           |
| 830               | 829         | 828                        | 827               | 826                                                           |
| 825               | 824         | 823                        | 822               | 821                                                           |
| 820               | 819         | 818                        | 817               | 816                                                           |
| 815               | 814         | 813                        | 812               | 811                                                           |
| 810               | 809         | 808                        | 807               | 806                                                           |
| 805               | 804         | 803                        | 802               | 801                                                           |
| 800               | 799         | 798                        | 797               | 796                                                           |
| 795               | 794         | 793                        | 792               | 791                                                           |
| 790               | 789         | 788                        | 787               | 786                                                           |
| 785               | 784         | 783                        | 782               | 781                                                           |
| 780               | 779         | 778                        | 777               | 776                                                           |
| 775               | 774         | 773                        | 772               | 771                                                           |
| 770               | 769         | 768                        | 767               | 766                                                           |
| 765               | 764         | 763                        | 762               | 761                                                           |
| 760               | 759         | 758                        | 757               | 756                                                           |
| 755               | 754         | 753                        | 752               | 751                                                           |
| 750               | 749         | 748                        | 747               | 746                                                           |
| 745               | 744         | 743                        | 742               | 741                                                           |
| 740               | 739         | 738                        | 737               | 736                                                           |
| 735               | 734         | 733                        | 732               | 731                                                           |
| 730               | 729         | 728                        | 727               | 726                                                           |
| 725               | 724         | 723                        | 722               | 721                                                           |
| 720               | 719         | 718                        | 717               | 716                                                           |
| 715               | 714         | 713                        | 712               | 711                                                           |
| 710               | 709         | 708                        | 707               | 706                                                           |
| 705               | 704         | 703                        | 702               | 701                                                           |
| 700               | 699         | 698                        | 697               | 696                                                           |
| 695               | 694         | 693                        |                   |                                                               |

TABLE 16

**ORIGIN OF VISITOR  
PALM SPRINGS DESERT RESORTS  
1995**

| State or Region            | Palm Springs<br>Desert Resorts |
|----------------------------|--------------------------------|
| California (net)           | 62.6                           |
| <i>Southern California</i> |                                |
| Los Angeles County         | 26.4                           |
| Orange County              | 10.9                           |
| San Diego County           | 9.6                            |
| Other Counties             | 4.1                            |
| SUBTOTAL                   | 50.8                           |
| <i>Northern California</i> |                                |
| San Francisco County       | 6.9                            |
| Other Counties             | 5.1                            |
| SUBTOTAL                   | 11.8                           |
| <i>All Other</i>           |                                |
| Midwest                    | 7.0                            |
| Southwest                  | 6.4                            |
| Southeast                  | 5.4                            |
| Pacific Northwest          | 4.5                            |
| Plains                     | 3.4                            |
| South                      | 3.2                            |
| South Atlantic             | 2.9                            |
| New England                | 2.4                            |
| Mountain                   | 2.2                            |
| SUBTOTAL                   | 37.4                           |

Source: The Palm Springs Desert Resorts Convention and Visitor Bureau





**TABLE 17**  
**PURPOSE OF VISITS**  
**PALM SPRINGS DESERT RESORTS**  
**1995**

| <b>Purpose of Visit</b> | <b>Percent</b> |
|-------------------------|----------------|
| Pleasure or Vacation    | 59.4           |
| Convention              | 16.4           |
| Vacation and Business   | 10.9           |
| Business                | 5.1            |
| Visiting Relatives      | 2.3            |
| Group Incentive         | 1.2            |
| Passing Through         | .7             |
| Other                   | 4.0            |
| TOTAL                   | 100.0          |

---

Source: The Palm Springs Desert Resorts Convention and Visitor Bureau





**TABLE 18**  
**CITIES VISITED**  
**AND CITIES TO STAY**  
**PALM SPRINGS DESERT RESORTS**  
**1995**

| <b>Cities</b>      | <b>Visited<br/>(Percent)</b> | <b>Future Stay</b> |
|--------------------|------------------------------|--------------------|
| Palm Springs       | 32.3                         | 22.5               |
| Palm Desert        | 24.5                         | 19.3               |
| Rancho Mirage      | 13.4                         | 9.5                |
| Indian Wells       | 9.8                          | 5.8                |
| La Quinta          | 7.2                          | 4.4                |
| Cathedral City     | 2.8                          | 1.5                |
| Indio              | 1.2                          | .7                 |
| Desert Hot Springs | 1.0                          | 1.3                |
| Other              | 8.5                          | 35.0               |
| <b>TOTAL</b>       | <b>100.0</b>                 | <b>100.0</b>       |

---

Source: The Palm Springs Desert Resorts Convention and Visitor Bureau





**TABLE 19**  
**EXPENDITURES**  
**PALM SPRINGS DESERT RESORTS**  
**1995**

| <b>Item</b>                      | <b>Daily Per<br/>Capita<br/>Expenditures</b> | <b>Percent</b> |
|----------------------------------|----------------------------------------------|----------------|
| Hotel Room                       | \$ 69.20                                     | 43.8           |
| Restaurants                      | \$ 44.08                                     | 25.9           |
| Retail Purchases                 | \$ 18.96                                     | 12             |
| Entertainment/Recreation         | \$ 16.27                                     | 10.3           |
| Local Transportation/Auto Rental | \$ 7.11                                      | 4.5            |
| Personal Services                | \$ 3.00                                      | 1.9            |
| Other                            | \$ 2.54                                      | 1.6            |
| <b>TOTAL</b>                     | <b>\$ 158.00</b>                             | <b>100</b>     |

---

Source: The Palm Springs Desert Resorts Convention and Visitor Bureau



10/1/01

STATE OF NEW YORK  
OFFICE OF THE ATTORNEY GENERAL  
ALBANY

| NAME          | DATE    | AMOUNT | REMARKS       |
|---------------|---------|--------|---------------|
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |
| JOHN J. BROWN | 10/1/01 | 100.00 | PAID TO BROWN |

STATE OF NEW YORK  
OFFICE OF THE ATTORNEY GENERAL  
ALBANY

TABLE 20

POTENTIAL USES IN THE  
COACHELLA ENTERTAINMENT ZONE

Accommodations

- Full service resort hotels
- Limited service hotels and motels
- Recreation vehicle parks
- Condominium hotels
- Timeshare hotels/condos

Retail and Restaurant

- Mexican Village festival center
- Specialty shop and restaurant clusters
- Outlet mall
- Arts and crafts pavilion
- Restaurant row
- Farmer's market

Outdoor Recreation/Entertainment

- Golf courses and driving ranges
- Water park
- Family entertainment center
- Tennis camp
- Multi-sport complex
- Amphitheater
- Equestrian center
- Swimming

Indoor Recreation/Entertainment

- Movie theaters (including Spanish language)
- Casinos
- Dinner theater
- Music theaters (Hispanic performers)
- Nightclubs/dance halls

Other

- Agribusiness visitor centers (citrus-dates)

---

Source: Harrison Price Company



# THE HISTORY OF THE CITY OF BOSTON

By J. B. COOPER

Vol. I. THE FOUNDING OF THE CITY

From the first settlement to the present time

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Vol. II. THE GROWTH OF THE CITY

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**TABLE 21**  
**POTENTIAL USES IN THE COACHELLA ENTERTAINMENT ZONE**

|                                      | <b>Units</b>      | <b>Acres</b> |
|--------------------------------------|-------------------|--------------|
| Total Acreage                        |                   | 2,000        |
| Roads, Parks, Paths, ROW, etc.       | 35%               | 700          |
| Lakes, Fountains, Water Features     | allocated         | 150          |
| Golf Courses                         | 54 holes          | 600          |
| Full Service Resort Hotels           | 1,600 rooms       | 64           |
| Limited Service Hotels and Motels    | 800 rooms         | 32           |
| Condominium Hotels and/or Timeshares | 1,000 room equiv. | 40           |
| Recreation Vehicle Parks             | 750 spaces        | 50           |
| Retail                               |                   |              |
| Specialty Shops                      | 100,000 sq. ft.   | 10           |
| Outlet Mall                          | 125,000 sq. ft.   | 12           |
| Restaurants                          | 250,000 sq. ft.   | 25           |
| Outdoor Recreation/Entertainment     |                   | 147          |
| Attractions                          | allocated         | 25           |
| Participant Sports                   | allocated         | 50           |
| Equestrian Center                    | allocated         | 20           |
| Amphitheater                         | 8,000 capacity    | 30           |
| Other                                | allocated         | 22           |
| Indoor Recreation/Entertainment      |                   | 105          |
| Casinos                              | 2                 | 50           |
| Movie Theaters                       | 1,200 seats       | 6            |
| Dinner/Music Theaters                | 6,000 seats       | 24           |
| Nightclubs/Dance Halls, etc.         | allocated         | 15           |
| Other                                | allocated         | 10           |
| Agribusiness Visitor Centers         |                   | 10           |
| All other - unallocated              |                   | 55           |

Source: Harrison Price Company



REVENUE FROM THE SALE OF LAND AND BUILDINGS

| Year | Revenue | Revenue |
|------|---------|---------|
| 1990 | 100     | 100     |
| 1991 | 100     | 100     |
| 1992 | 100     | 100     |
| 1993 | 100     | 100     |
| 1994 | 100     | 100     |
| 1995 | 100     | 100     |
| 1996 | 100     | 100     |
| 1997 | 100     | 100     |
| 1998 | 100     | 100     |
| 1999 | 100     | 100     |
| 2000 | 100     | 100     |
| 2001 | 100     | 100     |
| 2002 | 100     | 100     |
| 2003 | 100     | 100     |
| 2004 | 100     | 100     |
| 2005 | 100     | 100     |
| 2006 | 100     | 100     |
| 2007 | 100     | 100     |
| 2008 | 100     | 100     |
| 2009 | 100     | 100     |
| 2010 | 100     | 100     |
| 2011 | 100     | 100     |
| 2012 | 100     | 100     |
| 2013 | 100     | 100     |
| 2014 | 100     | 100     |
| 2015 | 100     | 100     |
| 2016 | 100     | 100     |
| 2017 | 100     | 100     |
| 2018 | 100     | 100     |
| 2019 | 100     | 100     |
| 2020 | 100     | 100     |
| 2021 | 100     | 100     |
| 2022 | 100     | 100     |
| 2023 | 100     | 100     |
| 2024 | 100     | 100     |
| 2025 | 100     | 100     |
| 2026 | 100     | 100     |
| 2027 | 100     | 100     |
| 2028 | 100     | 100     |
| 2029 | 100     | 100     |
| 2030 | 100     | 100     |
| 2031 | 100     | 100     |
| 2032 | 100     | 100     |
| 2033 | 100     | 100     |
| 2034 | 100     | 100     |
| 2035 | 100     | 100     |
| 2036 | 100     | 100     |
| 2037 | 100     | 100     |
| 2038 | 100     | 100     |
| 2039 | 100     | 100     |
| 2040 | 100     | 100     |
| 2041 | 100     | 100     |
| 2042 | 100     | 100     |
| 2043 | 100     | 100     |
| 2044 | 100     | 100     |
| 2045 | 100     | 100     |
| 2046 | 100     | 100     |
| 2047 | 100     | 100     |
| 2048 | 100     | 100     |
| 2049 | 100     | 100     |
| 2050 | 100     | 100     |
| 2051 | 100     | 100     |
| 2052 | 100     | 100     |
| 2053 | 100     | 100     |
| 2054 | 100     | 100     |
| 2055 | 100     | 100     |
| 2056 | 100     | 100     |
| 2057 | 100     | 100     |
| 2058 | 100     | 100     |
| 2059 | 100     | 100     |
| 2060 | 100     | 100     |
| 2061 | 100     | 100     |
| 2062 | 100     | 100     |
| 2063 | 100     | 100     |
| 2064 | 100     | 100     |
| 2065 | 100     | 100     |
| 2066 | 100     | 100     |
| 2067 | 100     | 100     |
| 2068 | 100     | 100     |
| 2069 | 100     | 100     |
| 2070 | 100     | 100     |
| 2071 | 100     | 100     |
| 2072 | 100     | 100     |
| 2073 | 100     | 100     |
| 2074 | 100     | 100     |
| 2075 | 100     | 100     |
| 2076 | 100     | 100     |
| 2077 | 100     | 100     |
| 2078 | 100     | 100     |
| 2079 | 100     | 100     |
| 2080 | 100     | 100     |
| 2081 | 100     | 100     |
| 2082 | 100     | 100     |
| 2083 | 100     | 100     |
| 2084 | 100     | 100     |
| 2085 | 100     | 100     |
| 2086 | 100     | 100     |
| 2087 | 100     | 100     |
| 2088 | 100     | 100     |
| 2089 | 100     | 100     |
| 2090 | 100     | 100     |
| 2091 | 100     | 100     |
| 2092 | 100     | 100     |
| 2093 | 100     | 100     |
| 2094 | 100     | 100     |
| 2095 | 100     | 100     |
| 2096 | 100     | 100     |
| 2097 | 100     | 100     |
| 2098 | 100     | 100     |
| 2099 | 100     | 100     |
| 2100 | 100     | 100     |

Revenue from the sale of land and buildings







# FISCAL ELEMENT

---

The Fiscal Element of the Coachella General Plan identifies and establishes the City's official policy relative to the establishment and management of a fiscally sound City. The purpose of the Fiscal Element is to provide official City policy which:

- Considers that the land uses envisioned in the General Plan are able to produce sufficient revenues to cover the costs of municipal services and facilities
- Properly plans for and allocates monies from the General Fund and Special Funds.
- Ensures that new development will adequately cover the costs to provide services to proposed projects

The term "fiscal impact" refers to the net difference between revenues to the City from a particular set of land uses and the costs to the City of providing services and facilities to those land uses. When revenues exceed costs, the impact is positive. When costs exceed revenues, the impact is negative.

## EXISTING SETTING

The City's financial resources are divided into two major types of funds. The largest is the General Fund. As the name suggests, revenues in the General Fund may be used for any municipal purpose deemed appropriate by the City Council for which the city has authority. Most of the City's activities such as fire, police, administration and community development are paid for out of the General Fund.

The City also has several smaller funds. Monies in these funds may be used only for specific purposes. For example, the City's Gas Tax Fund accumulates the City's share. These taxes are fuel taxes and a portion of gasoline sales tax collected by the State and can only be used for certain street-related projects. Other special funds have similar restrictions.

## SUMMARY OF KEY PLANNING ISSUES

The following key planning issues are addressed in the policies of the Fiscal Element.

- Improvement of the City's overall economy and fiscal condition
- Ensuring that new development does not impose a substantial financial burden on the City
- Annual review of development fees to ensure appropriate relationship between fees and services

## FISCAL ELEMENT VISION STATEMENT

The essence of Coachella's vision for fiscal health is captured in the following statement.

The City of Coachella's vision of the future from a Fiscal perspective focuses on improvement of the overall capacity of the City to provide governmental services within its available resources and improve the overall financial health of the city and ensuring that new development does not impose a financial burden on the City.

## RELATIONSHIP TO OTHER GENERAL PLAN ELEMENTS

The Fiscal Element is one of thirteen elements in the Coachella General Plan. The development policies within the Fiscal Element are closely related to the policies within the Land Use, Public Services and Economic Development Elements. The policies related to economic development shall be consistent with all other elements of the General Plan.



# FISCAL ELEMENT

## Summary of Key Findings

The study has identified several key findings that are summarized below.

The first finding is that the study has identified several key findings that are summarized below.

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## THESE ELEMENTS ARE KEY FINDINGS

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The study has identified several key findings that are summarized below.

## CONCLUSIONS TO BE DRAWN

The study has identified several key findings that are summarized below.

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## CONCLUSIONS

The study has identified several key findings that are summarized below.

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The study has identified several key findings that are summarized below.

## FISCAL ELEMENT GOALS, OBJECTIVES AND POLICIES

The City of Coachella's official policies related to fiscal issues are presented below. In the context of this General Plan, development policies include goals, objectives and policies based on the definitions given within the Introduction.

These development policies are established to guide the designation, identification, preservation and management of environmental resources in the future. Development policies by topical area are presented on the following pages.

### FISCAL DEVELOPMENT ELEMENT DEVELOPMENT POLICIES

#### Goal

The City shall strengthen its fiscal condition through economic development and reasoned decisions based on sound fiscal policies and ensure that new development does not impose a substantial financial burden to the City.

#### Objective

The City shall identify the city's existing fiscal condition and establish fiscal policies that will consistently and quickly improve the city's current fiscal condition.

#### Policy

The City shall prepare a fiscal plan to identify the current fiscal condition, set goals for improvement, and establish policies for consistent and timely improvement of the current condition.

#### Policy

When deemed appropriate by the City, fiscal impact analyses may be required to determine possible fiscal impacts on the City and other public agencies within the overall context of development. The studies may be used to formulate conditions of approval for new projects.

#### Policy

The City may require fiscal impact assessments for newly proposed specific plans. The City will use those assessments to explicitly consider likely net fiscal impacts in the plan evaluation and to develop conditions of approval that mitigate adverse fiscal impacts.

#### Policy

The City shall identify the development fees that are required to maintain city fiscal health and prepare the necessary ordinances, master plans, Capital Improvement Plan and budgets to support the imposition of those development fees.

#### Policy

The City shall review development fees annually to ensure the appropriate relationship between fees and services and determine their impacts on new development and promotion of same.

#### Policy

In anticipation of the establishment of the Entertainment Area and other tourist attractions, the City shall update the Transient Occupancy Tax.

#### Policy

The City will consider incentives for new development that provides a substantial benefit to the community, such as retail sales taxes, transient occupancy taxes or higher paying jobs.

#### Policy

The City shall regularly consider new and creative methods to provide resources for needed services and facilities for the community.

#### Policy

The City shall adopt and update its authorities for collection of development fees within the full extent allowed under State law.



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## Policy

The City shall prepare a Capital Improvement Plan for services and facilities needed to serve new development with service areas, costs, schedule of fees to be charged identified.

### **FISCAL ELEMENT IMPLEMENTATION MEASURES**

The various actions, programs and strategies the City should take to implement the goals, objectives and policies of the Fiscal Element are presented on Figure 66, the City of Coachella Fiscal Element Implementation Measures.

- Implementation Measure - Includes a description of the action program and/or strategy which implements the fiscal policies.
- Purpose - Identifies the intent and purpose of accomplishing the implementation measure.
- Key Participants - Identifies the appropriate public and/or private body, agencies, group, individuals or volunteers responsible to complete the implementation measure.



with the same result as before. The first part of the work was done at the same time as the second part. The first part was done at the same time as the second part.

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**FIGURE 66**

**CITY OF COACHELLA FISCAL ELEMENT  
IMPLEMENTATION MEASURES**

| <b>Implementation Measures</b>                                                                           | <b>Purpose</b>                                                                                           | <b>Key Participants</b>                            |
|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| Prepare a Fiscal Plan                                                                                    | To identify current fiscal conditions and plan for improvement                                           | City Council<br>City Manager<br>Finance Department |
| Review the city's development fees annually                                                              | To ensure that new development pays its share                                                            | City Council<br>City Manager<br>All Departments    |
| Identify needed new development fees and prepare necessary documents, plans, and ordinances to institute | To adequately provide resources for new development                                                      | City Council<br>City Manager<br>All Departments    |
| Update the Transient Occupancy Tax                                                                       | To maintain adequate fees and to prepare for hotel development in the community                          | City Council<br>City Manager<br>Finance Department |
| Prepare and update the Capital Improvement Program and plan for multi-year projects                      | To provide necessary backup for the imposition of fees and to plan for the future needs of the community | City Council<br>City Manager<br>Finance Department |





CITY OF COACHELLA  
GENERAL PLAN UPDATE  
ENTERTAINMENT ZONE  
REVENUE/COST SUMMARY

| USE                               | UNITS                | ACRES | ASSESSED<br>VALUE | TOTAL<br>REVENUES<br>CITY/AGENCY<br>(ANNUAL) | TOTAL<br>COST<br>CITY/AGENCY<br>(ANNUAL) | NET<br>INCOME<br>CITY/AGENCY<br>(ANNUAL) |
|-----------------------------------|----------------------|-------|-------------------|----------------------------------------------|------------------------------------------|------------------------------------------|
| FULL SERVICE RESORT HOTELS        | 1,600 ROOMS          |       | \$92,000,000      | \$6,444,773                                  | \$422,087                                | \$6,022,686                              |
| LIMITED SERVICE HOTELS AND MOTELS | 800 ROOMS            |       | \$28,800,000      | \$1,985,686                                  | \$211,043                                | \$1,774,643                              |
| CONDOMINIUM HOTELS/TIMESHARES     | 1000 ROOM EQUIVALENT |       | \$33,750,000      | \$484,295                                    | \$263,804                                | \$220,491                                |
| SPECIALTY SHOPS                   | 100,000 SQUARE FEET  |       | \$6,000,000       | \$239,337                                    | \$53,982                                 | \$185,355                                |
| OUTLET MALL                       | 125,000 SQUARE FEET  |       | \$7,500,000       | \$329,164                                    | \$64,780                                 | \$264,384                                |
| RESTAURANTS                       | 250,000 SQUARE FEET  |       | \$37,500,000      | \$1,089,092                                  | \$134,957                                | \$954,135                                |
| OUTDOOR RECREATION/ENTERTAINMENT  |                      |       |                   |                                              |                                          |                                          |
| ATTRACTIONS                       |                      | 25    | \$23,141,250      | \$16,199                                     |                                          | \$16,199                                 |
| PARTICIPANT SPORTS                |                      | 50    |                   |                                              |                                          |                                          |
| EQUESTRIAN CENTER                 |                      | 20    |                   |                                              |                                          |                                          |
| AMPHITHEATER                      | 8,000 SEATS          |       | \$1,040,000       | \$728                                        |                                          | \$728                                    |
| OTHER                             |                      | 22    |                   |                                              |                                          |                                          |
| INDOOR RECREATION/ENTERTAINMENT   |                      |       |                   |                                              |                                          |                                          |
| CASINOS                           | 2                    |       |                   |                                              |                                          |                                          |
| MOVIE THEATERS                    | 1,200 SEATS          |       | \$3,000,000       | \$65,182                                     | \$32,389                                 | \$32,793                                 |
| DINNER/MUSIC THEATERS             | 6,000 SEATS          |       | \$36,000,000      | \$1,045,528                                  | \$129,559                                | \$915,969                                |
| NIGHTCLUBS/DANCE HALLS            |                      | 15    | \$13,884,750      | \$9,719                                      |                                          | \$9,719                                  |
| OTHER                             |                      | 10    |                   |                                              |                                          |                                          |
| GOLF COURSES                      | 54 HOLES             |       | \$13,500,000      | \$400,679                                    | \$259,789                                | \$140,890                                |
| TOTALS                            |                      |       | \$296,116,000     | \$12,110,382                                 | \$1,572,390                              | \$10,537,992                             |







CITY OF COACHELLA

GENERAL PLAN UPDATE

ENTERTAINMENT ZONE

MAJOR REVENUE SOURCES

| USE                               | UNITS                | ACRES | ASSESSED<br>VALUE | PROPERTY<br>TAX<br>@7%<br>(ANNUAL) | GROSS<br>SALES | SALES<br>TAX<br>(ANNUAL) | TRANSIENT<br>OCCUPANCY<br>TAX<br>10%<br>(ANNUAL) |
|-----------------------------------|----------------------|-------|-------------------|------------------------------------|----------------|--------------------------|--------------------------------------------------|
| GOLF COURSES                      | 54 HOLES             |       | \$13,500,000      | \$9,450                            | \$540,000      | \$5,400                  |                                                  |
| FULL SERVICE RESORT HOTELS        | 1,600 ROOMS          |       | \$92,000,000      | \$64,400                           | \$15,330,000   | \$153,300                | \$5,110,000                                      |
| LIMITED SERVICE HOTELS AND MOTELS | 800 ROOMS            |       | \$28,800,000      | \$20,160                           | \$4,599,000    | \$45,990                 | \$1,533,000                                      |
| CONDOMINIUM HOTELS/TIMESHARES     | 1000 ROOM EQUIVALENT |       | \$33,750,000      | \$23,625                           |                |                          |                                                  |
| RECREATION VEHICLE PARKS          | 750 SPACES           |       | \$3,375,000       | \$2,363                            |                |                          |                                                  |
| SPECIALTY SHOPS                   | 100,000 SQUARE FEET  |       | \$6,000,000       | \$4,200                            | \$15,000,000   | \$150,000                |                                                  |
| OUTLET MALL                       | 125,000 SQUARE FEET  |       | \$7,500,000       | \$5,250                            | \$21,875,000   | \$218,750                |                                                  |
| RESTAURANTS                       | 250,000 SQUARE FEET  |       | \$37,500,000      | \$26,250                           | \$62,500,000   | \$625,000                |                                                  |
| OUTDOOR RECREATION/ENTERTAINMENT  |                      |       |                   |                                    |                |                          |                                                  |
| ATTRACTIONS                       |                      | 25    | \$23,141,250      | \$16,199                           | \$27,225,000   | \$272,250                |                                                  |
| PARTICIPANT SPORTS                |                      | 50    |                   |                                    |                |                          |                                                  |
| EQUESTRIAN CENTER                 |                      | 20    |                   |                                    |                |                          |                                                  |
| AMPHITHEATER                      | 8,000 SEATS          |       | \$1,040,000       | \$728                              |                |                          |                                                  |
| OTHER                             |                      | 22    |                   |                                    |                |                          |                                                  |
| INDOOR RECREATION/ENTERTAINMENT   |                      |       |                   |                                    |                |                          |                                                  |
| CASINOS                           | 2                    |       |                   |                                    |                |                          |                                                  |
| MOVIE THEATERS                    | 1,200 SEATS          |       | \$3,000,000       | \$2,100                            | \$1,800,000    | \$18,000                 |                                                  |
| DINNER/MUSIC THEATERS             | 6,000 SEATS          |       | \$36,000,000      | \$25,200                           | \$60,000,000   | \$600,000                |                                                  |
| NIGHTCLUBS/DANCE HALLS            |                      | 15    | \$13,884,750      | \$9,719                            |                |                          |                                                  |
| OTHER                             |                      | 10    |                   |                                    |                |                          |                                                  |
| TOTAL REVENUE                     |                      |       |                   | \$199,924                          |                | \$2,088,690              | \$6,643,000                                      |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
FULL SERVICE RESORT HOTELS  
REVENUE/COST PROJECT SUMMARY

| YEAR                                          | 1           | 2           | 3           | 4           | 5           | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
|-----------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CITY REVENUE AND COSTS                        |             |             |             |             |             |             |             |             |             |             |             |             |
| I. PROJECT GENERATED CITY REVENUE             |             |             |             |             |             |             |             |             |             |             |             |             |
| A. SALES TAX                                  | \$153,300   | \$157,899   | \$162,636   | \$167,515   | \$172,541   | \$177,717   | \$183,048   | \$188,540   | \$194,196   | \$200,022   | \$206,022   | \$212,203   |
| B. PROPERTY TAX                               | \$64,400    | \$65,688    | \$67,002    | \$68,342    | \$69,709    | \$71,103    | \$72,525    | \$73,975    | \$75,455    | \$76,964    | \$78,503    | \$80,073    |
| C. FRANCHISE FEES                             | \$10,612    | \$10,931    | \$11,259    | \$11,566    | \$11,944    | \$12,302    | \$12,672    | \$13,052    | \$13,443    | \$13,847    | \$14,262    | \$14,690    |
| PER CAPITA REVENUE                            | \$16.92     | \$17.43     | \$17.95     | \$18.49     | \$19.04     | \$19.81     | \$20.60     | \$21.42     | \$22.28     | \$23.17     | \$24.10     | \$25.06     |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00    | \$291.49    | \$300.23    | \$309.24    | \$318.52    | \$331.26    | \$344.51    | \$358.29    | \$372.62    | \$387.53    | \$403.03    | \$419.15    |
| D. FINES, FORFEITURES & PENALTIES             | \$2,383     | \$2,455     | \$2,529     | \$2,604     | \$2,682     | \$2,763     | \$2,846     | \$2,931     | \$3,019     | \$3,110     | \$3,203     | \$3,299     |
| PER CAPITA REVENUE                            | \$3.80      | \$3.91      | \$4.03      | \$4.15      | \$4.28      | \$4.45      | \$4.63      | \$4.81      | \$5.00      | \$5.20      | \$5.41      | \$5.63      |
| E. DEVELOPMENT IMPACT FEES                    | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| F. MOTOR VEHICLE IN-LIEU                      | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$41.37     | \$42.61     | \$43.89     | \$45.21     | \$46.56     | \$48.42     | \$50.36     | \$52.38     | \$54.47     | \$56.65     | \$58.92     | \$61.27     |
| G. STATE GASOLINE TAX                         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$21.33     | \$21.97     | \$22.63     | \$23.31     | \$24.01     | \$24.97     | \$25.97     | \$27.00     | \$28.08     | \$29.21     | \$30.38     | \$31.59     |
| H. TRANSIENT OCCUPANCY TAX                    | \$5,110,000 | \$5,263,300 | \$5,421,199 | \$5,583,835 | \$5,751,350 | \$5,923,891 | \$6,101,607 | \$6,284,655 | \$6,473,195 | \$6,667,391 | \$6,867,413 | \$7,073,435 |
| I. WATER CHARGES                              | \$136,485   | \$140,580   | \$144,797   | \$149,141   | \$153,615   | \$158,224   | \$162,970   | \$167,859   | \$172,895   | \$178,082   | \$183,424   | \$188,927   |
| J. SANITARY SERVICE CHARGES                   | \$47,592    | \$49,020    | \$50,490    | \$52,005    | \$53,565    | \$55,172    | \$56,827    | \$58,532    | \$60,288    | \$62,097    | \$63,960    | \$65,878    |
| TOTAL REVENUE                                 | \$5,524,773 | \$5,689,872 | \$5,859,911 | \$6,035,038 | \$6,215,408 | \$6,401,171 | \$6,592,495 | \$6,789,545 | \$6,992,491 | \$7,201,512 | \$7,416,787 | \$7,638,506 |
| II. CITY OPERATING COSTS                      |             |             |             |             |             |             |             |             |             |             |             |             |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$21,438    | \$22,081    | \$22,743    | \$23,428    | \$24,128    | \$25,093    | \$26,097    | \$27,141    | \$28,227    | \$29,358    | \$30,530    | \$31,751    |
| PER CAPITA COST                               | \$34.18     | \$35.21     | \$36.26     | \$37.35     | \$38.47     | \$40.01     | \$41.61     | \$43.27     | \$45.00     | \$46.80     | \$48.68     | \$50.62     |
| B. COMMUNITY DEVELOPMENT                      | \$17,725    | \$18,256    | \$18,804    | \$19,368    | \$19,949    | \$20,747    | \$21,577    | \$22,440    | \$23,338    | \$24,271    | \$25,242    | \$26,252    |
| PER CAPITA COST                               | \$28.26     | \$29.11     | \$29.98     | \$30.88     | \$31.81     | \$33.08     | \$34.40     | \$35.78     | \$37.21     | \$38.70     | \$40.25     | \$41.86     |
| C. PUBLIC SAFETY                              | \$70,767    | \$72,890    | \$75,077    | \$77,329    | \$79,649    | \$82,038    | \$84,499    | \$87,034    | \$89,645    | \$92,335    | \$95,105    | \$97,958    |
| PER CAPITA COST                               | \$112.83    | \$116.21    | \$119.70    | \$123.29    | \$126.99    | \$130.80    | \$134.72    | \$138.77    | \$142.93    | \$147.22    | \$151.63    | \$156.18    |
| D. PUBLIC WORKS                               |             |             |             |             |             |             |             |             |             |             |             |             |
| STREET & HIGHWAYS                             | \$38,567    | \$39,724    | \$40,915    | \$42,143    | \$43,407    | \$45,143    | \$46,949    | \$48,827    | \$50,780    | \$52,811    | \$54,924    | \$57,121    |
| PER CAPITA COST                               | \$23.65     | \$24.36     | \$25.09     | \$25.84     | \$26.62     | \$27.68     | \$28.79     | \$29.94     | \$31.14     | \$32.39     | \$33.68     | \$35.03     |
| PARKS, TREES & LANDSCAPE                      | \$7,765     | \$7,998     | \$8,238     | \$8,485     | \$8,739     | \$9,001     | \$9,272     | \$9,550     | \$9,836     | \$10,131    | \$10,435    | \$10,748    |
| PER CAPITA COST                               | \$12.38     | \$12.75     | \$13.13     | \$13.53     | \$13.93     | \$14.35     | \$14.78     | \$15.23     | \$15.68     | \$16.15     | \$16.64     | \$17.14     |
| E. ENGINEERING                                | \$13,209    | \$13,605    | \$14,013    | \$14,434    | \$14,867    | \$15,461    | \$16,080    | \$16,723    | \$17,392    | \$18,088    | \$18,811    | \$19,564    |
| PER CAPITA COST                               | \$8.10      | \$8.34      | \$8.59      | \$8.85      | \$9.12      | \$9.48      | \$9.86      | \$10.25     | \$10.67     | \$11.09     | \$11.54     | \$12.00     |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$85,433    | \$87,996    | \$90,636    | \$93,355    | \$96,156    | \$100,002   | \$104,002   | \$108,162   | \$112,489   | \$116,989   | \$121,668   | \$126,535   |
| PER CAPITA COST                               | \$52.39     | \$53.96     | \$55.58     | \$57.25     | \$58.97     | \$61.32     | \$63.78     | \$66.33     | \$68.98     | \$71.74     | \$74.61     | \$77.59     |
| G. FIRE SUPPRESSION                           | \$25,640    | \$26,409    | \$27,201    | \$28,017    | \$28,858    | \$29,724    | \$30,615    | \$31,534    | \$32,480    | \$33,454    | \$34,458    | \$35,492    |
| PER CAPITA COST                               | \$40.88     | \$42.11     | \$43.37     | \$44.67     | \$46.01     | \$47.39     | \$48.81     | \$50.28     | \$51.79     | \$53.34     | \$54.94     | \$56.59     |
| H. WATER                                      | \$136,485   | \$140,580   | \$144,797   | \$149,141   | \$153,615   | \$158,224   | \$162,970   | \$167,859   | \$172,895   | \$178,082   | \$183,424   | \$188,927   |
| PER CAPITA COST                               | \$217.81    | \$224.14    | \$230.86    | \$237.79    | \$244.92    | \$252.27    | \$259.84    | \$267.63    | \$275.66    | \$283.93    | \$292.45    | \$301.22    |
| I. SANITARY DISTRICT                          | \$47,591.94 | \$49,019.69 | \$50,490.28 | \$52,004.99 | \$53,565.14 | \$55,172.10 | \$56,827.26 | \$58,532.08 | \$60,288.04 | \$62,096.68 | \$63,959.58 | \$65,878.37 |
| PER CAPITA COST                               | \$75.88     | \$78.16     | \$80.50     | \$82.92     | \$85.40     | \$87.97     | \$90.60     | \$93.32     | \$96.12     | \$99.01     | \$101.98    | \$105.04    |
| TOTAL COST                                    | \$417,028   | \$429,539   | \$442,425   | \$455,698   | \$469,368   | \$485,435   | \$502,062   | \$519,271   | \$537,082   | \$555,517   | \$574,587   | \$594,347   |
| NET CITY INCOME FROM OPERATIONS               | \$5,107,745 | \$5,260,333 | \$5,417,486 | \$5,579,341 | \$5,746,038 | \$5,915,737 | \$6,090,433 | \$6,270,274 | \$6,455,409 | \$6,645,995 | \$6,842,190 | \$7,044,159 |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |             |             |             |             |             |             |             |             |             |             |             |             |
| PROPERTY TAX INCREMENT -- GROSS               | \$920,000   | \$938,400   | \$957,168   | \$976,311   | \$995,838   | \$1,015,754 | \$1,036,069 | \$1,056,791 | \$1,077,927 | \$1,099,485 | \$1,121,475 | \$1,143,904 |
| AGENCY OPERATING EXPENSES                     | \$5,059     | \$5,211     | \$5,367     | \$5,528     | \$5,694     | \$5,865     | \$6,041     | \$6,222     | \$6,409     | \$6,601     | \$6,799     | \$7,003     |
| NET AGENCY INCOME                             | \$914,941   | \$933,189   | \$951,801   | \$970,783   | \$990,144   | \$1,009,890 | \$1,030,029 | \$1,050,569 | \$1,071,518 | \$1,092,884 | \$1,114,676 | \$1,136,902 |
| TOTAL CITY AND AGENCY INCOME                  | \$6,022,686 | \$6,193,522 | \$6,369,287 | \$6,550,124 | \$6,736,181 | \$6,925,628 | \$7,120,462 | \$7,320,843 | \$7,526,927 | \$7,738,879 | \$7,956,866 | \$8,181,060 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
LIMITED SERVICE HOTELS AND MOTELS  
REVENUE/COST PROJECT SUMMARY

| YEAR                                          | 1           | 2           | 3           | 4           | 5           | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
|-----------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CITY REVENUE AND COSTS                        |             |             |             |             |             |             |             |             |             |             |             |             |
| I. PROJECT GENERATED CITY REVENUE             |             |             |             |             |             |             |             |             |             |             |             |             |
| A. SALES TAX                                  | \$45,990    | \$47,370    | \$48,791    | \$50,255    | \$51,762    | \$53,315    | \$54,914    | \$56,562    | \$58,259    | \$60,007    | \$61,807    | \$63,661    |
| B. PROPERTY TAX                               | \$20,160    | \$20,563    | \$20,974    | \$21,394    | \$21,822    | \$22,258    | \$22,703    | \$23,158    | \$23,621    | \$24,093    | \$24,575    | \$25,066    |
| C. FRANCHISE FEES                             | \$5,306     | \$5,465     | \$5,629     | \$5,798     | \$5,972     | \$6,151     | \$6,336     | \$6,528     | \$6,722     | \$6,923     | \$7,131     | \$7,345     |
| PER CAPITA REVENUE                            | \$16.92     | \$17.43     | \$17.95     | \$18.49     | \$19.04     | \$19.61     | \$20.20     | \$20.80     | \$21.42     | \$22.08     | \$22.77     | \$23.45     |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00    | \$291.49    | \$300.23    | \$309.24    | \$318.52    | \$331.28    | \$344.51    | \$358.29    | \$372.62    | \$387.53    | \$403.03    | \$419.15    |
| D. FINES, FORFEITURES & PENALTIES             | \$1,192     | \$1,227     | \$1,264     | \$1,302     | \$1,341     | \$1,381     | \$1,423     | \$1,466     | \$1,510     | \$1,555     | \$1,602     | \$1,650     |
| PER CAPITA REVENUE                            | \$3.80      | \$3.91      | \$4.03      | \$4.15      | \$4.28      | \$4.45      | \$4.63      | \$4.81      | \$5.00      | \$5.20      | \$5.41      | \$5.63      |
| E. DEVELOPMENT IMPACT FEES                    | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| F. MOTOR VEHICLE IN-LIEU                      | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$41.37     | \$42.61     | \$43.89     | \$45.21     | \$46.56     | \$48.42     | \$50.36     | \$52.38     | \$54.47     | \$56.65     | \$58.92     | \$61.27     |
| G. STATE GASOLINE TAX                         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$21.33     | \$21.97     | \$22.63     | \$23.31     | \$24.01     | \$24.97     | \$25.97     | \$27.00     | \$28.08     | \$29.21     | \$30.38     | \$31.59     |
| H. TRANSIENT OCCUPANCY TAX                    | \$1,533,000 | \$1,578,990 | \$1,626,360 | \$1,675,150 | \$1,725,405 | \$1,777,167 | \$1,830,482 | \$1,885,397 | \$1,941,959 | \$2,000,217 | \$2,060,224 | \$2,122,031 |
| I. WATER CHARGES                              | \$68,242    | \$70,290    | \$72,398    | \$74,570    | \$76,808    | \$79,112    | \$81,485    | \$83,930    | \$86,448    | \$89,041    | \$91,712    | \$94,464    |
| J. SANITARY SERVICE CHARGES                   | \$23,796    | \$24,510    | \$25,245    | \$26,002    | \$26,783    | \$27,586    | \$28,414    | \$29,268    | \$30,144    | \$31,048    | \$31,980    | \$32,939    |
| TOTAL REVENUE                                 | \$1,697,686 | \$1,748,415 | \$1,800,662 | \$1,854,472 | \$1,909,892 | \$1,966,971 | \$2,025,758 | \$2,086,303 | \$2,148,661 | \$2,212,884 | \$2,279,030 | \$2,347,155 |
| II. CITY OPERATING COSTS                      |             |             |             |             |             |             |             |             |             |             |             |             |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$10,719    | \$11,040    | \$11,372    | \$11,713    | \$12,064    | \$12,547    | \$13,049    | \$13,571    | \$14,113    | \$14,678    | \$15,265    | \$15,876    |
| PER CAPITA COST                               | \$34.18     | \$35.21     | \$36.26     | \$37.35     | \$38.47     | \$40.01     | \$41.61     | \$43.27     | \$45.00     | \$46.80     | \$48.68     | \$50.62     |
| B. COMMUNITY DEVELOPMENT                      | \$8,862     | \$9,128     | \$9,402     | \$9,684     | \$9,975     | \$10,374    | \$10,789    | \$11,220    | \$11,669    | \$12,138    | \$12,621    | \$13,126    |
| PER CAPITA COST                               | \$28.26     | \$29.11     | \$29.98     | \$30.88     | \$31.81     | \$33.08     | \$34.40     | \$35.78     | \$37.21     | \$38.70     | \$40.25     | \$41.86     |
| C. PUBLIC SAFETY                              | \$35,383    | \$36,445    | \$37,538    | \$38,664    | \$39,824    | \$41,019    | \$42,250    | \$43,517    | \$44,823    | \$46,167    | \$47,552    | \$48,979    |
| PER CAPITA COST                               | \$112.83    | \$116.21    | \$119.70    | \$123.29    | \$126.99    | \$130.80    | \$134.72    | \$138.77    | \$142.93    | \$147.22    | \$151.63    | \$156.18    |
| D. PUBLIC WORKS                               |             |             |             |             |             |             |             |             |             |             |             |             |
| STREET & HIGHWAYS                             | \$19,283    | \$19,862    | \$20,458    | \$21,071    | \$21,703    | \$22,572    | \$23,474    | \$24,413    | \$25,390    | \$26,406    | \$27,462    | \$28,560    |
| PER CAPITA COST                               | \$23.65     | \$24.36     | \$25.09     | \$25.84     | \$26.62     | \$27.68     | \$28.79     | \$29.94     | \$31.14     | \$32.39     | \$33.68     | \$35.03     |
| PARKS, TREES & LANDSCAPE                      | \$3,882     | \$3,999     | \$4,119     | \$4,242     | \$4,370     | \$4,501     | \$4,636     | \$4,775     | \$4,918     | \$5,066     | \$5,218     | \$5,374     |
| PER CAPITA COST                               | \$12.38     | \$12.75     | \$13.13     | \$13.53     | \$13.93     | \$14.35     | \$14.78     | \$15.23     | \$15.68     | \$16.15     | \$16.64     | \$17.14     |
| E. ENGINEERING                                | \$6,604     | \$6,803     | \$7,007     | \$7,217     | \$7,433     | \$7,731     | \$8,040     | \$8,361     | \$8,696     | \$9,044     | \$9,406     | \$9,782     |
| PER CAPITA COST                               | \$8.10      | \$8.34      | \$8.59      | \$8.85      | \$9.12      | \$9.48      | \$9.86      | \$10.25     | \$10.67     | \$11.09     | \$11.54     | \$12.00     |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$42,717    | \$43,998    | \$45,318    | \$46,678    | \$48,078    | \$50,001    | \$52,001    | \$54,081    | \$56,244    | \$58,494    | \$60,834    | \$63,267    |
| PER CAPITA COST                               | \$52.39     | \$53.96     | \$55.58     | \$57.25     | \$58.97     | \$61.32     | \$63.78     | \$66.33     | \$68.98     | \$71.74     | \$74.61     | \$77.59     |
| G. FIRE SUPPRESSION                           | \$12,820    | \$13,205    | \$13,601    | \$14,009    | \$14,429    | \$14,862    | \$15,308    | \$15,767    | \$16,240    | \$16,727    | \$17,229    | \$17,746    |
| PER CAPITA COST                               | \$40.88     | \$42.11     | \$43.37     | \$44.67     | \$46.01     | \$47.39     | \$48.81     | \$50.28     | \$51.79     | \$53.34     | \$54.94     | \$56.59     |
| H. WATER                                      | \$68,242    | \$70,290    | \$72,398    | \$74,570    | \$76,808    | \$79,112    | \$81,485    | \$83,930    | \$86,448    | \$89,041    | \$91,712    | \$94,464    |
| PER CAPITA COST                               | \$217.61    | \$224.14    | \$230.86    | \$237.79    | \$244.92    | \$252.27    | \$259.84    | \$267.63    | \$275.66    | \$283.93    | \$292.45    | \$301.22    |
| I. SANITARY DISTRICT                          | \$23,796    | \$24,510    | \$25,245    | \$26,002    | \$26,783    | \$27,586    | \$28,414    | \$29,268    | \$30,144    | \$31,048    | \$31,980    | \$32,939    |
| PER CAPITA COST                               | \$75.88     | \$78.16     | \$80.50     | \$82.92     | \$85.40     | \$87.97     | \$90.60     | \$93.32     | \$96.12     | \$99.01     | \$101.98    | \$105.04    |
| TOTAL COST                                    | \$208,514   | \$214,769   | \$221,212   | \$227,849   | \$234,684   | \$242,717   | \$251,031   | \$259,636   | \$268,541   | \$277,758   | \$287,299   | \$297,174   |
| NET CITY INCOME FROM OPERATIONS               | \$1,489,172 | \$1,533,646 | \$1,579,450 | \$1,626,623 | \$1,675,208 | \$1,724,254 | \$1,774,726 | \$1,826,668 | \$1,880,120 | \$1,935,126 | \$1,991,731 | \$2,049,982 |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |             |             |             |             |             |             |             |             |             |             |             |             |
| PROPERTY TAX INCREMENT - GROSS                | \$288,000   | \$293,760   | \$299,635   | \$305,628   | \$311,740   | \$317,975   | \$324,335   | \$330,821   | \$337,438   | \$344,187   | \$351,070   | \$358,092   |
| AGENCY OPERATING EXPENSES                     | \$2,529     | \$2,605     | \$2,684     | \$2,764     | \$2,847     | \$2,932     | \$3,020     | \$3,111     | \$3,204     | \$3,300     | \$3,399     | \$3,501     |
| NET AGENCY INCOME                             | \$285,471   | \$291,155   | \$296,952   | \$302,864   | \$308,894   | \$315,043   | \$321,314   | \$327,711   | \$334,234   | \$340,886   | \$347,671   | \$354,590   |
| TOTAL CITY AND AGENCY INCOME                  | \$1,774,643 | \$1,824,801 | \$1,876,401 | \$1,929,487 | \$1,984,102 | \$2,039,297 | \$2,096,041 | \$2,154,378 | \$2,214,353 | \$2,276,012 | \$2,339,402 | \$2,404,572 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
CONDOMINIUM HOTEL/TIME SHARES  
REVENUE/COST PROJECT SUMMARY

jdw(8/4/95)

| YEAR                                          | 1           | 2           | 3           | 4           | 5           | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
|-----------------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CITY REVENUE AND COSTS                        |             |             |             |             |             |             |             |             |             |             |             |             |
| I. PROJECT GENERATED CITY REVENUE             |             |             |             |             |             |             |             |             |             |             |             |             |
| A. SALES TAX                                  | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| B. PROPERTY TAX                               | \$23,625    | \$24,098    | \$24,579    | \$25,071    | \$25,572    | \$26,084    | \$26,606    | \$27,138    | \$27,680    | \$28,234    | \$28,799    | \$29,375    |
| C. FRANCHISE FEES                             | \$6,633     | \$6,832     | \$7,037     | \$7,248     | \$7,465     | \$7,689     | \$7,920     | \$8,157     | \$8,402     | \$8,654     | \$8,914     | \$9,181     |
| PER CAPITA REVENUE                            | \$18.92     | \$17.43     | \$17.95     | \$18.49     | \$19.04     | \$19.81     | \$20.60     | \$21.42     | \$22.28     | \$23.17     | \$24.10     | \$25.06     |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00    | \$291.49    | \$300.23    | \$309.24    | \$318.52    | \$331.26    | \$344.51    | \$358.29    | \$372.62    | \$387.53    | \$403.03    | \$419.15    |
| D. FINES, FORFEITURES & PENALTIES             | \$1,490     | \$1,534     | \$1,580     | \$1,628     | \$1,677     | \$1,727     | \$1,779     | \$1,832     | \$1,887     | \$1,944     | \$2,002     | \$2,062     |
| PER CAPITA REVENUE                            | \$3.80      | \$3.91      | \$4.03      | \$4.15      | \$4.28      | \$4.45      | \$4.63      | \$4.81      | \$5.00      | \$5.20      | \$5.41      | \$5.63      |
| E. DEVELOPMENT IMPACT FEES                    | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| F. MOTOR VEHICLE IN-LIEU                      | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$41.37     | \$42.61     | \$43.89     | \$45.21     | \$46.56     | \$48.42     | \$50.36     | \$52.38     | \$54.47     | \$56.65     | \$58.92     | \$61.27     |
| G. STATE GASOLINE TAX                         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$21.33     | \$21.97     | \$22.63     | \$23.31     | \$24.01     | \$24.97     | \$25.97     | \$27.00     | \$28.08     | \$29.21     | \$30.38     | \$31.59     |
| H. TRANSIENT OCCUPANCY TAX                    | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| I. WATER CHARGES                              | \$85,303    | \$87,862    | \$90,498    | \$93,213    | \$96,009    | \$98,890    | \$101,856   | \$104,912   | \$108,059   | \$111,301   | \$114,640   | \$118,078   |
| J. SANITARY SERVICE CHARGES                   | \$29,745    | \$30,637    | \$31,556    | \$32,503    | \$33,478    | \$34,483    | \$35,517    | \$36,583    | \$37,680    | \$38,810    | \$39,975    | \$41,174    |
| TOTAL REVENUE                                 | \$146,795   | \$150,963   | \$155,251   | \$159,663   | \$164,202   | \$168,872   | \$173,677   | \$178,622   | \$183,709   | \$188,943   | \$194,329   | \$199,871   |
| II. CITY OPERATING COSTS                      |             |             |             |             |             |             |             |             |             |             |             |             |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$13,399    | \$13,801    | \$14,215    | \$14,641    | \$15,080    | \$15,683    | \$16,311    | \$16,963    | \$17,642    | \$18,347    | \$19,081    | \$19,845    |
| PER CAPITA COST                               | \$34.18     | \$35.21     | \$36.26     | \$37.35     | \$38.47     | \$40.01     | \$41.61     | \$43.27     | \$45.00     | \$46.80     | \$48.68     | \$50.62     |
| B. COMMUNITY DEVELOPMENT                      | \$11,078    | \$11,410    | \$11,753    | \$12,105    | \$12,468    | \$12,967    | \$13,486    | \$14,025    | \$14,586    | \$15,170    | \$15,778    | \$16,407    |
| PER CAPITA COST                               | \$28.26     | \$29.11     | \$29.98     | \$30.88     | \$31.81     | \$33.08     | \$34.40     | \$35.78     | \$37.21     | \$38.70     | \$40.25     | \$41.86     |
| C. PUBLIC SAFETY                              | \$44,229    | \$45,556    | \$46,923    | \$48,331    | \$49,781    | \$51,274    | \$52,812    | \$54,397    | \$56,028    | \$57,709    | \$59,441    | \$61,224    |
| PER CAPITA COST                               | \$112.83    | \$116.21    | \$119.70    | \$123.29    | \$126.99    | \$130.80    | \$134.72    | \$138.77    | \$142.93    | \$147.22    | \$151.63    | \$156.18    |
| D. PUBLIC WORKS                               |             |             |             |             |             |             |             |             |             |             |             |             |
| STREET & HIGHWAYS                             | \$24,104    | \$24,827    | \$25,572    | \$26,339    | \$27,129    | \$28,215    | \$29,343    | \$30,517    | \$31,738    | \$33,007    | \$34,327    | \$35,700    |
| PER CAPITA COST                               | \$23.65     | \$24.36     | \$25.09     | \$25.84     | \$26.62     | \$27.68     | \$28.79     | \$29.94     | \$31.14     | \$32.39     | \$33.68     | \$35.03     |
| PARKS, TREES & LANDSCAPE                      | \$4,853     | \$4,999     | \$5,149     | \$5,303     | \$5,462     | \$5,628     | \$5,795     | \$5,969     | \$6,148     | \$6,332     | \$6,522     | \$6,718     |
| PER CAPITA COST                               | \$12.38     | \$12.75     | \$13.13     | \$13.53     | \$13.93     | \$14.35     | \$14.78     | \$15.23     | \$15.68     | \$16.15     | \$16.64     | \$17.14     |
| E. ENGINEERING                                | \$8,256     | \$8,503     | \$8,758     | \$9,021     | \$9,292     | \$9,663     | \$10,050    | \$10,452    | \$10,870    | \$11,305    | \$11,757    | \$12,227    |
| PER CAPITA COST                               | \$8.10      | \$8.34      | \$8.59      | \$8.85      | \$9.12      | \$9.48      | \$9.86      | \$10.25     | \$10.67     | \$11.09     | \$11.54     | \$12.00     |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$53,396    | \$54,998    | \$56,648    | \$58,347    | \$60,098    | \$62,501    | \$65,002    | \$67,602    | \$70,306    | \$73,118    | \$76,043    | \$79,084    |
| PER CAPITA COST                               | \$52.39     | \$53.96     | \$55.58     | \$57.25     | \$58.97     | \$61.32     | \$63.78     | \$66.33     | \$68.98     | \$71.74     | \$74.61     | \$77.59     |
| G. FIRE SUPPRESSION                           | \$16,025    | \$16,506    | \$17,001    | \$17,511    | \$18,036    | \$18,577    | \$19,135    | \$19,709    | \$20,300    | \$20,909    | \$21,536    | \$22,182    |
| PER CAPITA COST                               | \$40.88     | \$42.11     | \$43.37     | \$44.67     | \$46.01     | \$47.39     | \$48.81     | \$50.28     | \$51.79     | \$53.34     | \$54.94     | \$56.59     |
| H. WATER                                      | \$85,303    | \$87,862    | \$90,498    | \$93,213    | \$96,009    | \$98,890    | \$101,856   | \$104,912   | \$108,059   | \$111,301   | \$114,640   | \$118,078   |
| PER CAPITA COST                               | \$217.61    | \$224.14    | \$230.86    | \$237.79    | \$244.92    | \$252.27    | \$259.84    | \$267.63    | \$275.66    | \$283.93    | \$292.45    | \$301.22    |
| I. SANITARY DISTRICT                          | \$29,745    | \$30,637    | \$31,556    | \$32,503    | \$33,478    | \$34,483    | \$35,517    | \$36,583    | \$37,680    | \$38,810    | \$39,975    | \$41,174    |
| PER CAPITA COST                               | \$75.88     | \$78.16     | \$80.50     | \$82.92     | \$85.40     | \$87.97     | \$90.60     | \$93.32     | \$96.12     | \$99.01     | \$101.98    | \$105.04    |
| TOTAL COST                                    | \$260,642   | \$268,462   | \$276,515   | \$284,811   | \$293,355   | \$303,397   | \$313,789   | \$324,544   | \$335,678   | \$347,198   | \$359,123   | \$371,467   |
| NET CITY INCOME FROM OPERATIONS               | (\$113,847) | (\$117,499) | (\$121,265) | (\$125,148) | (\$129,154) | (\$134,525) | (\$140,111) | (\$145,923) | (\$151,967) | (\$158,255) | (\$164,794) | (\$171,596) |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |             |             |             |             |             |             |             |             |             |             |             |             |
| PROPERTY TAX INCREMENT - GROSS                | \$337,500   | \$344,250   | \$351,136   | \$358,158   | \$365,321   | \$372,627   | \$380,080   | \$387,681   | \$395,436   | \$403,344   | \$411,411   | \$419,639   |
| AGENCY OPERATING EXPENSES                     | \$3,162     | \$3,257     | \$3,354     | \$3,455     | \$3,559     | \$3,665     | \$3,775     | \$3,889     | \$4,005     | \$4,125     | \$4,249     | \$4,377     |
| NET AGENCY INCOME                             | \$334,338   | \$340,993   | \$347,781   | \$354,703   | \$361,762   | \$368,962   | \$376,304   | \$383,793   | \$391,430   | \$399,218   | \$407,161   | \$415,262   |
| TOTAL CITY AND AGENCY INCOME                  | \$220,491   | \$223,495   | \$226,516   | \$229,554   | \$232,609   | \$234,437   | \$236,193   | \$237,870   | \$239,462   | \$240,964   | \$242,367   | \$243,666   |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
SPECIALTY SHOPS  
REVENUE/COST PROJECT SUMMARY

jdwb(8/4/95)

| YEAR                                          | 1         | 2         | 3         | 4         | 5         | 6         | 7         | 8         | 9         | 10        | 11        | 12        |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CITY REVENUE AND COSTS                        |           |           |           |           |           |           |           |           |           |           |           |           |
| I. PROJECT GENERATED CITY REVENUE             |           |           |           |           |           |           |           |           |           |           |           |           |
| A. SALES TAX                                  | \$150,000 | \$154,500 | \$159,135 | \$163,900 | \$168,826 | \$173,891 | \$179,108 | \$184,481 | \$190,018 | \$195,716 | \$201,587 | \$207,636 |
| B. PROPERTY TAX                               | \$4,200   | \$4,284   | \$4,370   | \$4,457   | \$4,546   | \$4,637   | \$4,730   | \$4,824   | \$4,921   | \$5,019   | \$5,120   | \$5,222   |
| C. FRANCHISE FEES                             | \$1,354   | \$1,394   | \$1,436   | \$1,479   | \$1,523   | \$1,569   | \$1,616   | \$1,665   | \$1,715   | \$1,766   | \$1,819   | \$1,874   |
| PER CAPITA REVENUE                            | \$16.92   | \$17.43   | \$17.95   | \$18.49   | \$19.04   | \$19.81   | \$20.60   | \$21.42   | \$22.28   | \$23.17   | \$24.10   | \$25.06   |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00  | \$291.49  | \$300.23  | \$309.24  | \$318.52  | \$331.26  | \$344.51  | \$358.29  | \$372.62  | \$387.53  | \$403.03  | \$419.15  |
| D. FINES, FORFEITURES & PENALTIES             | \$304     | \$313     | \$323     | \$332     | \$342     | \$352     | \$363     | \$374     | \$385     | \$397     | \$409     | \$421     |
| PER CAPITA REVENUE                            | \$3.80    | \$3.91    | \$4.03    | \$4.15    | \$4.28    | \$4.45    | \$4.63    | \$4.81    | \$5.00    | \$5.20    | \$5.41    | \$5.63    |
| E. DEVELOPMENT IMPACT FEES                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| F. MOTOR VEHICLE IN-LIEU                      | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$41.37   | \$42.61   | \$43.89   | \$45.21   | \$46.56   | \$48.42   | \$50.36   | \$52.38   | \$54.47   | \$56.65   | \$58.92   | \$61.27   |
| G. STATE GASOLINE TAX                         | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$21.33   | \$21.97   | \$22.63   | \$23.31   | \$24.01   | \$24.97   | \$25.97   | \$27.00   | \$28.08   | \$29.21   | \$30.38   | \$31.59   |
| H. TRANSIENT OCCUPANCY TAX                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| I. WATER CHARGES                              | \$17,409  | \$17,931  | \$18,469  | \$19,023  | \$19,594  | \$20,182  | \$20,787  | \$21,411  | \$22,053  | \$22,715  | \$23,396  | \$24,098  |
| J. SANITARY SERVICE CHARGES                   | \$6,070   | \$6,253   | \$6,440   | \$6,633   | \$6,832   | \$7,037   | \$7,248   | \$7,466   | \$7,690   | \$7,920   | \$8,158   | \$8,403   |
| TOTAL REVENUE                                 | \$179,337 | \$184,675 | \$190,172 | \$195,834 | \$201,664 | \$207,669 | \$213,852 | \$220,221 | \$226,779 | \$233,533 | \$240,489 | \$247,652 |
| II. CITY OPERATING COSTS                      |           |           |           |           |           |           |           |           |           |           |           |           |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$2,734   | \$2,816   | \$2,901   | \$2,988   | \$3,078   | \$3,201   | \$3,329   | \$3,462   | \$3,600   | \$3,744   | \$3,894   | \$4,050   |
| PER CAPITA COST                               | \$34.18   | \$35.21   | \$36.26   | \$37.35   | \$38.47   | \$40.01   | \$41.61   | \$43.27   | \$45.00   | \$46.80   | \$48.68   | \$50.62   |
| B. COMMUNITY DEVELOPMENT                      | \$2,261   | \$2,329   | \$2,398   | \$2,470   | \$2,545   | \$2,646   | \$2,752   | \$2,862   | \$2,977   | \$3,096   | \$3,220   | \$3,348   |
| PER CAPITA COST                               | \$28.28   | \$29.11   | \$29.98   | \$30.88   | \$31.81   | \$33.08   | \$34.40   | \$35.78   | \$37.21   | \$38.70   | \$40.25   | \$41.86   |
| C. PUBLIC SAFETY                              | \$9,026   | \$9,297   | \$9,576   | \$9,863   | \$10,159  | \$10,464  | \$10,778  | \$11,101  | \$11,434  | \$11,777  | \$12,131  | \$12,495  |
| PER CAPITA COST                               | \$112.83  | \$116.21  | \$119.70  | \$123.29  | \$126.99  | \$130.80  | \$134.72  | \$138.77  | \$142.93  | \$147.22  | \$151.63  | \$156.18  |
| D. PUBLIC WORKS                               |           |           |           |           |           |           |           |           |           |           |           |           |
| STREET & HIGHWAYS                             | \$4,919   | \$5,067   | \$5,219   | \$5,375   | \$5,537   | \$5,758   | \$5,988   | \$6,228   | \$6,477   | \$6,736   | \$7,006   | \$7,286   |
| PER CAPITA COST                               | \$23.65   | \$24.36   | \$25.09   | \$25.84   | \$26.62   | \$27.68   | \$28.79   | \$29.94   | \$31.14   | \$32.39   | \$33.68   | \$35.03   |
| PARKS, TREES & LANDSCAPE                      | \$990     | \$1,020   | \$1,051   | \$1,082   | \$1,115   | \$1,148   | \$1,183   | \$1,218   | \$1,255   | \$1,292   | \$1,331   | \$1,371   |
| PER CAPITA COST                               | \$12.38   | \$12.75   | \$13.13   | \$13.53   | \$13.93   | \$14.35   | \$14.78   | \$15.23   | \$15.68   | \$16.15   | \$16.64   | \$17.14   |
| E. ENGINEERING                                | \$1,685   | \$1,735   | \$1,787   | \$1,841   | \$1,896   | \$1,972   | \$2,051   | \$2,133   | \$2,218   | \$2,307   | \$2,399   | \$2,495   |
| PER CAPITA COST                               | \$8.10    | \$8.34    | \$8.59    | \$8.85    | \$9.12    | \$9.48    | \$9.86    | \$10.25   | \$10.67   | \$11.09   | \$11.54   | \$12.00   |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$10,897  | \$11,224  | \$11,561  | \$11,908  | \$12,265  | \$12,755  | \$13,266  | \$13,796  | \$14,348  | \$14,922  | \$15,519  | \$16,140  |
| PER CAPITA COST                               | \$52.39   | \$53.96   | \$55.58   | \$57.25   | \$58.97   | \$61.32   | \$63.78   | \$66.33   | \$68.98   | \$71.74   | \$74.61   | \$77.59   |
| G. FIRE SUPPRESSION                           | \$3,270   | \$3,369   | \$3,470   | \$3,574   | \$3,681   | \$3,791   | \$3,905   | \$4,022   | \$4,143   | \$4,267   | \$4,395   | \$4,527   |
| PER CAPITA COST                               | \$40.88   | \$42.11   | \$43.37   | \$44.67   | \$46.01   | \$47.39   | \$48.81   | \$50.28   | \$51.79   | \$53.34   | \$54.94   | \$56.59   |
| H. WATER                                      | \$17,409  | \$17,931  | \$18,469  | \$19,023  | \$19,594  | \$20,182  | \$20,787  | \$21,411  | \$22,053  | \$22,715  | \$23,396  | \$24,098  |
| PER CAPITA COST                               | \$217.61  | \$224.14  | \$230.86  | \$237.79  | \$244.92  | \$252.27  | \$259.84  | \$267.63  | \$275.66  | \$283.93  | \$292.45  | \$301.22  |
| I. SANITARY DISTRICT                          | \$6,070   | \$6,253   | \$6,440   | \$6,633   | \$6,832   | \$7,037   | \$7,248   | \$7,466   | \$7,690   | \$7,920   | \$8,158   | \$8,403   |
| PER CAPITA COST                               | \$75.88   | \$78.16   | \$80.50   | \$82.92   | \$85.40   | \$87.97   | \$90.60   | \$93.32   | \$96.12   | \$99.01   | \$101.98  | \$105.04  |
| TOTAL COST                                    | \$53,192  | \$54,788  | \$56,432  | \$58,125  | \$59,868  | \$61,918  | \$64,039  | \$66,234  | \$68,505  | \$70,857  | \$73,290  | \$75,810  |
| NET CITY INCOME FROM OPERATIONS               | \$126,144 | \$129,887 | \$133,741 | \$137,709 | \$141,796 | \$145,751 | \$149,814 | \$153,987 | \$158,274 | \$162,678 | \$167,199 | \$171,843 |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |           |           |           |           |           |           |           |           |           |           |           |           |
| PROPERTY TAX INCREMENT - GROSS                | \$60,000  | \$61,200  | \$62,424  | \$63,672  | \$64,946  | \$66,245  | \$67,570  | \$68,921  | \$70,300  | \$71,706  | \$73,140  | \$74,602  |
| AGENCY OPERATING EXPENSES                     | \$790     | \$814     | \$839     | \$864     | \$890     | \$916     | \$944     | \$972     | \$1,001   | \$1,031   | \$1,062   | \$1,094   |
| NET AGENCY INCOME                             | \$59,210  | \$60,386  | \$61,585  | \$62,809  | \$64,056  | \$65,328  | \$66,626  | \$67,949  | \$69,298  | \$70,674  | \$72,077  | \$73,508  |
| TOTAL CITY AND AGENCY INCOME                  | \$185,354 | \$190,273 | \$195,326 | \$200,518 | \$205,852 | \$211,080 | \$216,440 | \$221,936 | \$227,572 | \$233,351 | \$239,276 | \$245,351 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
OUTLET MALL  
REVENUE/COST PROJECT SUMMARY

jdw(8/4/95)

| YEAR                                          | 1         | 2         | 3         | 4         | 5         | 6         | 7         | 8         | 9         | 10        | 11        | 12        |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CITY REVENUE AND COSTS                        |           |           |           |           |           |           |           |           |           |           |           |           |
| I. PROJECT GENERATED CITY REVENUE             |           |           |           |           |           |           |           |           |           |           |           |           |
| A. SALES TAX                                  | \$218,750 | \$225,313 | \$232,072 | \$239,034 | \$246,205 | \$253,591 | \$261,199 | \$269,035 | \$277,106 | \$285,419 | \$293,982 | \$302,801 |
| B. PROPERTY TAX                               | \$5,250   | \$5,355   | \$5,462   | \$5,571   | \$5,683   | \$5,796   | \$5,912   | \$6,031   | \$6,151   | \$6,274   | \$6,400   | \$6,528   |
| C. FRANCHISE FEES                             | \$1,624   | \$1,673   | \$1,723   | \$1,775   | \$1,828   | \$1,883   | \$1,940   | \$1,998   | \$2,058   | \$2,119   | \$2,183   | \$2,248   |
| PER CAPITA REVENUE                            | \$16.92   | \$17.43   | \$17.95   | \$18.48   | \$19.04   | \$19.81   | \$20.60   | \$21.42   | \$22.28   | \$23.17   | \$24.10   | \$25.06   |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00  | \$291.49  | \$300.23  | \$309.24  | \$318.52  | \$331.26  | \$344.51  | \$358.29  | \$372.62  | \$387.53  | \$403.03  | \$419.15  |
| D. FINES, FORFEITURES & PENALTIES             | \$365     | \$376     | \$387     | \$399     | \$411     | \$423     | \$436     | \$449     | \$462     | \$476     | \$490     | \$505     |
| PER CAPITA REVENUE                            | \$3.80    | \$3.91    | \$4.03    | \$4.15    | \$4.28    | \$4.45    | \$4.63    | \$4.81    | \$5.00    | \$5.20    | \$5.41    | \$5.63    |
| E. DEVELOPMENT IMPACT FEES                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| F. MOTOR VEHICLE IN-LIEU                      | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$41.37   | \$42.61   | \$43.89   | \$45.21   | \$46.56   | \$48.42   | \$50.36   | \$52.38   | \$54.47   | \$56.65   | \$58.92   | \$61.27   |
| G. STATE GASOLINE TAX                         | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$21.33   | \$21.97   | \$22.63   | \$23.31   | \$24.01   | \$24.97   | \$25.97   | \$27.00   | \$28.08   | \$29.21   | \$30.38   | \$31.59   |
| H. TRANSIENT OCCUPANCY TAX                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| I. WATER CHARGES                              | \$20,891  | \$21,517  | \$22,163  | \$22,828  | \$23,513  | \$24,218  | \$24,944  | \$25,693  | \$26,464  | \$27,257  | \$28,075  | \$28,917  |
| J. SANITARY SERVICE CHARGES                   | \$7,284   | \$7,503   | \$7,728   | \$7,960   | \$8,199   | \$8,445   | \$8,698   | \$8,959   | \$9,228   | \$9,505   | \$9,790   | \$10,083  |
| TOTAL REVENUE                                 | \$254,164 | \$261,737 | \$269,535 | \$277,567 | \$285,838 | \$294,358 | \$303,129 | \$312,164 | \$321,468 | \$331,051 | \$340,920 | \$351,083 |
| II. CITY OPERATING COSTS                      |           |           |           |           |           |           |           |           |           |           |           |           |
| A. GENERAL GOVERNMENT & ADMINISTRATION        |           |           |           |           |           |           |           |           |           |           |           |           |
| PER CAPITA COST                               | \$34.18   | \$35.21   | \$36.28   | \$37.35   | \$38.47   | \$40.01   | \$41.61   | \$43.27   | \$45.00   | \$46.80   | \$48.68   | \$50.62   |
| B. COMMUNITY DEVELOPMENT                      |           |           |           |           |           |           |           |           |           |           |           |           |
| PER CAPITA COST                               | \$28.26   | \$29.11   | \$29.98   | \$30.88   | \$31.81   | \$33.08   | \$34.40   | \$35.78   | \$37.21   | \$38.70   | \$40.25   | \$41.86   |
| C. PUBLIC SAFETY                              |           |           |           |           |           |           |           |           |           |           |           |           |
| PER CAPITA COST                               | \$112.83  | \$116.21  | \$119.70  | \$123.29  | \$126.99  | \$130.80  | \$134.72  | \$138.77  | \$142.93  | \$147.22  | \$151.63  | \$156.18  |
| D. PUBLIC WORKS                               |           |           |           |           |           |           |           |           |           |           |           |           |
| STREET & HIGHWAYS                             | \$5,903   | \$6,080   | \$6,263   | \$6,450   | \$6,644   | \$6,910   | \$7,186   | \$7,474   | \$7,772   | \$8,083   | \$8,407   | \$8,743   |
| PER CAPITA COST                               | \$23.65   | \$24.38   | \$25.09   | \$25.84   | \$26.62   | \$27.68   | \$28.79   | \$29.94   | \$31.14   | \$32.39   | \$33.68   | \$35.03   |
| PARKS, TREES & LANDSCAPE                      | \$1,188   | \$1,224   | \$1,261   | \$1,338   | \$1,378   | \$1,378   | \$1,419   | \$1,462   | \$1,508   | \$1,551   | \$1,597   | \$1,645   |
| PER CAPITA COST                               | \$12.38   | \$12.75   | \$13.13   | \$13.53   | \$13.93   | \$14.35   | \$14.78   | \$15.23   | \$15.68   | \$16.15   | \$16.64   | \$17.14   |
| E. ENGINEERING                                | \$2,022   | \$2,082   | \$2,145   | \$2,209   | \$2,276   | \$2,367   | \$2,461   | \$2,560   | \$2,662   | \$2,769   | \$2,879   | \$2,994   |
| PER CAPITA COST                               | \$8.10    | \$8.34    | \$8.59    | \$8.85    | \$9.12    | \$9.48    | \$9.86    | \$10.25   | \$10.67   | \$11.09   | \$11.54   | \$12.00   |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$13,077  | \$13,469  | \$13,873  | \$14,289  | \$14,718  | \$15,306  | \$15,919  | \$16,555  | \$17,218  | \$17,906  | \$18,623  | \$19,368  |
| PER CAPITA COST                               | \$52.39   | \$53.96   | \$55.58   | \$57.25   | \$58.97   | \$61.32   | \$63.78   | \$66.33   | \$68.98   | \$71.74   | \$74.61   | \$77.59   |
| G. FIRE SUPPRESSION                           | \$3,924   | \$4,042   | \$4,163   | \$4,288   | \$4,417   | \$4,550   | \$4,686   | \$4,827   | \$4,971   | \$5,121   | \$5,274   | \$5,432   |
| PER CAPITA COST                               | \$40.88   | \$42.11   | \$43.37   | \$44.67   | \$46.01   | \$47.39   | \$48.81   | \$50.28   | \$51.79   | \$53.34   | \$54.94   | \$56.59   |
| H. WATER                                      | \$20,891  | \$21,517  | \$22,163  | \$22,828  | \$23,513  | \$24,218  | \$24,944  | \$25,693  | \$26,464  | \$27,257  | \$28,075  | \$28,917  |
| PER CAPITA COST                               | \$217.61  | \$224.14  | \$230.86  | \$237.79  | \$244.92  | \$252.27  | \$259.84  | \$267.63  | \$275.66  | \$283.93  | \$292.45  | \$301.22  |
| I. SANITARY DISTRICT                          | \$7,284   | \$7,503   | \$7,728   | \$7,960   | \$8,199   | \$8,445   | \$8,698   | \$8,959   | \$9,228   | \$9,505   | \$9,790   | \$10,083  |
| PER CAPITA COST                               | \$75.88   | \$78.16   | \$80.50   | \$82.92   | \$85.40   | \$87.97   | \$90.60   | \$93.32   | \$96.12   | \$99.01   | \$101.98  | \$105.04  |
| TOTAL COST                                    | \$63,831  | \$65,746  | \$67,718  | \$69,750  | \$71,842  | \$74,301  | \$76,846  | \$79,480  | \$82,206  | \$85,028  | \$87,949  | \$90,971  |
| NET CITY INCOME FROM OPERATIONS               | \$190,333 | \$195,991 | \$201,817 | \$207,817 | \$213,996 | \$220,055 | \$226,283 | \$232,683 | \$239,262 | \$246,023 | \$252,971 | \$260,112 |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |           |           |           |           |           |           |           |           |           |           |           |           |
| PROPERTY TAX INCREMENT - GROSS                | \$75,000  | \$76,500  | \$78,030  | \$79,591  | \$81,182  | \$82,806  | \$84,462  | \$86,151  | \$87,874  | \$89,632  | \$91,425  | \$93,253  |
| AGENCY OPERATING EXPENSES                     | \$949     | \$977     | \$1,006   | \$1,037   | \$1,068   | \$1,100   | \$1,133   | \$1,167   | \$1,202   | \$1,238   | \$1,275   | \$1,313   |
| NET AGENCY INCOME                             | \$74,051  | \$75,523  | \$77,024  | \$78,554  | \$80,115  | \$81,706  | \$83,330  | \$84,985  | \$86,673  | \$88,394  | \$90,150  | \$91,940  |
| TOTAL CITY AND AGENCY INCOME                  | \$264,385 | \$271,514 | \$278,841 | \$286,371 | \$294,111 | \$301,761 | \$309,612 | \$317,668 | \$325,935 | \$334,417 | \$343,121 | \$352,052 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
RESTAURANTS  
REVENUE/COST PROJECT SUMMARY

jdwb(8/4/96)

| YEAR                                          | 1         | 2         | 3           | 4           | 5           | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
|-----------------------------------------------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CITY REVENUE AND COSTS                        |           |           |             |             |             |             |             |             |             |             |             |             |
| I. PROJECT GENERATED CITY REVENUE             |           |           |             |             |             |             |             |             |             |             |             |             |
| A. SALES TAX                                  | \$625,000 | \$643,750 | \$663,063   | \$682,954   | \$703,443   | \$724,548   | \$746,283   | \$768,671   | \$791,731   | \$815,483   | \$839,948   | \$865,146   |
| B. PROPERTY TAX                               | \$28,250  | \$28,775  | \$27,311    | \$27,857    | \$28,414    | \$28,982    | \$29,562    | \$30,153    | \$30,756    | \$31,371    | \$31,999    | \$32,639    |
| C. FRANCHISE FEES                             | \$3,384   | \$3,486   | \$3,590     | \$3,698     | \$3,809     | \$3,923     | \$4,041     | \$4,162     | \$4,287     | \$4,415     | \$4,548     | \$4,684     |
| PER CAPITA REVENUE                            | \$16.92   | \$17.43   | \$17.95     | \$18.49     | \$19.04     | \$19.81     | \$20.60     | \$21.42     | \$22.28     | \$23.17     | \$24.10     | \$25.06     |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00  | \$291.49  | \$300.23    | \$309.24    | \$318.52    | \$331.26    | \$344.51    | \$358.29    | \$372.62    | \$387.53    | \$403.03    | \$419.15    |
| D. FINES, FORFEITURES & PENALTIES             | \$760     | \$783     | \$806       | \$830       | \$855       | \$881       | \$907       | \$935       | \$963       | \$992       | \$1,021     | \$1,052     |
| PER CAPITA REVENUE                            | \$3.80    | \$3.91    | \$4.03      | \$4.15      | \$4.28      | \$4.45      | \$4.63      | \$4.81      | \$5.00      | \$5.20      | \$5.41      | \$5.63      |
| E. DEVELOPMENT IMPACT FEES                    | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| F. MOTOR VEHICLE IN-LIEU                      | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$41.37   | \$42.61   | \$43.89     | \$45.21     | \$46.56     | \$48.42     | \$50.36     | \$52.38     | \$54.47     | \$56.65     | \$58.92     | \$61.27     |
| G. STATE GASOLINE TAX                         | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$21.33   | \$21.97   | \$22.63     | \$23.31     | \$24.01     | \$24.97     | \$25.97     | \$27.00     | \$28.08     | \$29.21     | \$30.38     | \$31.59     |
| H. TRANSIENT OCCUPANCY TAX                    | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| I. WATER CHARGES                              | \$43,522  | \$44,828  | \$46,172    | \$47,558    | \$48,984    | \$50,454    | \$51,968    | \$53,527    | \$55,132    | \$56,788    | \$58,490    | \$60,245    |
| J. SANITARY SERVICE CHARGES                   | \$15,178  | \$15,631  | \$16,100    | \$16,583    | \$17,081    | \$17,593    | \$18,121    | \$18,665    | \$19,225    | \$19,801    | \$20,395    | \$21,007    |
| TOTAL REVENUE                                 | \$714,092 | \$735,252 | \$757,042   | \$779,480   | \$802,586   | \$828,380   | \$850,881   | \$876,112   | \$902,094   | \$928,849   | \$956,401   | \$984,773   |
| II. CITY OPERATING COSTS                      |           |           |             |             |             |             |             |             |             |             |             |             |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$6,836   | \$7,041   | \$7,252     | \$7,470     | \$7,694     | \$8,002     | \$8,322     | \$8,655     | \$9,001     | \$9,361     | \$9,735     | \$10,125    |
| PER CAPITA COST                               | \$34.18   | \$35.21   | \$36.26     | \$37.35     | \$38.47     | \$40.01     | \$41.61     | \$43.27     | \$45.00     | \$46.80     | \$48.68     | \$50.62     |
| B. COMMUNITY DEVELOPMENT                      | \$5,652   | \$5,822   | \$5,996     | \$6,176     | \$6,361     | \$6,616     | \$6,880     | \$7,156     | \$7,442     | \$7,740     | \$8,049     | \$8,371     |
| PER CAPITA COST                               | \$28.26   | \$29.11   | \$29.98     | \$30.88     | \$31.81     | \$33.08     | \$34.40     | \$35.78     | \$37.21     | \$38.70     | \$40.25     | \$41.86     |
| C. PUBLIC SAFETY                              | \$22,568  | \$23,243  | \$23,940    | \$24,658    | \$25,398    | \$26,160    | \$26,945    | \$27,753    | \$28,586    | \$29,444    | \$30,327    | \$31,237    |
| PER CAPITA COST                               | \$112.83  | \$116.21  | \$119.70    | \$123.29    | \$126.99    | \$130.80    | \$134.72    | \$138.77    | \$142.93    | \$147.22    | \$151.63    | \$156.18    |
| D. PUBLIC WORKS                               |           |           |             |             |             |             |             |             |             |             |             |             |
| STREET & HIGHWAYS                             | \$12,298  | \$12,667  | \$13,047    | \$13,438    | \$13,842    | \$14,395    | \$14,971    | \$15,570    | \$16,193    | \$16,840    | \$17,514    | \$18,214    |
| PER CAPITA COST                               | \$23.65   | \$24.36   | \$25.09     | \$25.84     | \$26.62     | \$27.68     | \$28.79     | \$29.94     | \$31.14     | \$32.39     | \$33.68     | \$35.03     |
| PARKS, TREES & LANDSCAPE                      | \$2,478   | \$2,550   | \$2,627     | \$2,708     | \$2,787     | \$2,870     | \$2,958     | \$3,045     | \$3,137     | \$3,231     | \$3,328     | \$3,427     |
| PER CAPITA COST                               | \$12.38   | \$12.75   | \$13.13     | \$13.53     | \$13.93     | \$14.35     | \$14.78     | \$15.23     | \$15.68     | \$16.15     | \$16.64     | \$17.14     |
| E. ENGINEERING                                | \$4,212   | \$4,338   | \$4,469     | \$4,603     | \$4,741     | \$4,930     | \$5,127     | \$5,333     | \$5,546     | \$5,768     | \$5,998     | \$6,238     |
| PER CAPITA COST                               | \$8.10    | \$8.34    | \$8.59      | \$8.85      | \$9.12      | \$9.48      | \$9.86      | \$10.25     | \$10.67     | \$11.09     | \$11.54     | \$12.00     |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$27,243  | \$28,060  | \$28,902    | \$29,769    | \$30,662    | \$31,888    | \$33,164    | \$34,491    | \$35,870    | \$37,305    | \$38,797    | \$40,349    |
| PER CAPITA COST                               | \$52.39   | \$53.96   | \$55.58     | \$57.25     | \$58.97     | \$61.32     | \$63.78     | \$66.33     | \$68.98     | \$71.74     | \$74.61     | \$77.59     |
| G. FIRE SUPPRESSION                           | \$8,176   | \$8,421   | \$8,674     | \$8,934     | \$9,202     | \$9,478     | \$9,763     | \$10,055    | \$10,357    | \$10,668    | \$10,988    | \$11,317    |
| PER CAPITA COST                               | \$40.88   | \$42.11   | \$43.37     | \$44.67     | \$46.01     | \$47.39     | \$48.81     | \$50.28     | \$51.79     | \$53.34     | \$54.94     | \$56.59     |
| H. WATER                                      | \$43,522  | \$44,828  | \$46,172    | \$47,558    | \$48,984    | \$50,454    | \$51,968    | \$53,527    | \$55,132    | \$56,788    | \$58,490    | \$60,245    |
| PER CAPITA COST                               | \$217.61  | \$224.14  | \$230.86    | \$237.79    | \$244.92    | \$252.27    | \$259.84    | \$267.63    | \$275.68    | \$283.93    | \$292.45    | \$301.22    |
| I. SANITARY DISTRICT                          | \$15,178  | \$15,631  | \$16,100    | \$16,583    | \$17,081    | \$17,593    | \$18,121    | \$18,665    | \$19,225    | \$19,801    | \$20,395    | \$21,007    |
| PER CAPITA COST                               | \$75.88   | \$78.16   | \$80.50     | \$82.92     | \$85.40     | \$87.97     | \$90.60     | \$93.32     | \$96.12     | \$99.01     | \$101.98    | \$105.04    |
| TOTAL COST                                    | \$132,981 | \$136,970 | \$141,079   | \$145,312   | \$149,671   | \$154,794   | \$160,096   | \$165,584   | \$171,263   | \$177,142   | \$183,226   | \$189,524   |
| NET CITY INCOME FROM OPERATIONS               | \$581,111 | \$598,282 | \$615,963   | \$634,169   | \$652,915   | \$671,585   | \$690,785   | \$710,528   | \$730,830   | \$751,707   | \$773,175   | \$795,249   |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |           |           |             |             |             |             |             |             |             |             |             |             |
| PROPERTY TAX INCREMENT - GROSS                | \$375,000 | \$382,500 | \$390,150   | \$397,953   | \$405,912   | \$414,030   | \$422,311   | \$430,757   | \$439,372   | \$448,160   | \$457,123   | \$466,265   |
| AGENCY OPERATING EXPENSES                     | \$1,976   | \$2,035   | \$2,096     | \$2,159     | \$2,224     | \$2,291     | \$2,360     | \$2,430     | \$2,503     | \$2,578     | \$2,656     | \$2,735     |
| NET AGENCY INCOME                             | \$373,024 | \$380,465 | \$388,054   | \$395,794   | \$403,688   | \$411,739   | \$419,951   | \$428,327   | \$436,869   | \$445,581   | \$454,467   | \$463,530   |
| TOTAL CITY AND AGENCY INCOME                  | \$954,135 | \$978,747 | \$1,004,016 | \$1,029,962 | \$1,056,603 | \$1,083,325 | \$1,110,738 | \$1,138,855 | \$1,167,699 | \$1,197,288 | \$1,227,642 | \$1,258,779 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
MOVIE THEATERS  
REVENUE/COST PROJECT SUMMARY

jdwb(8/4/95)

| YEAR                                          | 1        | 2        | 3        | 4        | 5        | 6        | 7        | 8        | 9        | 10       | 11       | 12       |
|-----------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| CITY REVENUE AND COSTS                        |          |          |          |          |          |          |          |          |          |          |          |          |
| I. PROJECT GENERATED CITY REVENUE             |          |          |          |          |          |          |          |          |          |          |          |          |
| A. SALES TAX                                  | \$18,000 | \$18,540 | \$19,096 | \$19,669 | \$20,259 | \$20,867 | \$21,493 | \$22,138 | \$22,802 | \$23,486 | \$24,190 | \$24,916 |
| B. PROPERTY TAX                               | \$2,100  | \$2,142  | \$2,185  | \$2,229  | \$2,273  | \$2,319  | \$2,365  | \$2,412  | \$2,460  | \$2,510  | \$2,560  | \$2,611  |
| C. FRANCHISE FEES                             | \$812    | \$837    | \$862    | \$887    | \$914    | \$942    | \$970    | \$999    | \$1,029  | \$1,060  | \$1,091  | \$1,124  |
| PER CAPITA REVENUE                            | \$16.92  | \$17.43  | \$17.95  | \$18.49  | \$19.04  | \$19.81  | \$20.60  | \$21.42  | \$22.28  | \$23.17  | \$24.10  | \$25.06  |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00 | \$291.49 | \$300.23 | \$309.24 | \$318.52 | \$331.26 | \$344.51 | \$358.29 | \$372.62 | \$387.53 | \$403.03 | \$419.15 |
| D. FINES, FORFEITURES & PENALTIES             | \$182    | \$188    | \$194    | \$199    | \$205    | \$211    | \$218    | \$224    | \$231    | \$238    | \$245    | \$252    |
| PER CAPITA REVENUE                            | \$3.80   | \$3.91   | \$4.03   | \$4.15   | \$4.28   | \$4.45   | \$4.63   | \$4.81   | \$5.00   | \$5.20   | \$5.41   | \$5.63   |
| E. DEVELOPMENT IMPACT FEES                    | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      |
| F. MOTOR VEHICLE IN-LIEU                      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      |
| PER CAPITA REVENUE                            | \$41.37  | \$42.61  | \$43.89  | \$45.21  | \$46.56  | \$48.42  | \$50.36  | \$52.38  | \$54.47  | \$56.65  | \$58.92  | \$61.27  |
| G. STATE GASOLINE TAX                         | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      |
| PER CAPITA REVENUE                            | \$21.33  | \$21.97  | \$22.63  | \$23.31  | \$24.01  | \$24.97  | \$25.97  | \$27.00  | \$28.08  | \$29.21  | \$30.38  | \$31.59  |
| H. TRANSIENT OCCUPANCY TAX                    | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      |
| I. WATER CHARGES                              | \$10,445 | \$10,759 | \$11,081 | \$11,414 | \$11,756 | \$12,109 | \$12,472 | \$12,846 | \$13,232 | \$13,629 | \$14,038 | \$14,459 |
| J. SANITARY SERVICE CHARGES                   | \$3,642  | \$3,752  | \$3,864  | \$3,980  | \$4,099  | \$4,222  | \$4,349  | \$4,479  | \$4,614  | \$4,752  | \$4,895  | \$5,042  |
| TOTAL REVENUE                                 | \$35,182 | \$36,217 | \$37,282 | \$38,378 | \$39,507 | \$40,670 | \$41,867 | \$43,099 | \$44,368 | \$45,674 | \$47,019 | \$48,404 |
| II. CITY OPERATING COSTS                      |          |          |          |          |          |          |          |          |          |          |          |          |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$1,641  | \$1,690  | \$1,741  | \$1,793  | \$1,847  | \$1,920  | \$1,997  | \$2,077  | \$2,160  | \$2,247  | \$2,336  | \$2,430  |
| PER CAPITA COST                               | \$34.18  | \$35.21  | \$36.26  | \$37.35  | \$38.47  | \$40.01  | \$41.61  | \$43.27  | \$45.00  | \$46.80  | \$48.68  | \$50.62  |
| B. COMMUNITY DEVELOPMENT                      | \$1,356  | \$1,397  | \$1,439  | \$1,482  | \$1,527  | \$1,588  | \$1,651  | \$1,717  | \$1,786  | \$1,858  | \$1,932  | \$2,009  |
| PER CAPITA COST                               | \$28.26  | \$29.11  | \$29.98  | \$30.88  | \$31.81  | \$33.08  | \$34.40  | \$35.78  | \$37.21  | \$38.70  | \$40.25  | \$41.86  |
| C. PUBLIC SAFETY                              | \$5,416  | \$5,578  | \$5,746  | \$5,918  | \$6,096  | \$6,278  | \$6,467  | \$6,661  | \$6,861  | \$7,068  | \$7,278  | \$7,497  |
| PER CAPITA COST                               | \$112.83 | \$116.21 | \$119.70 | \$123.29 | \$126.99 | \$130.80 | \$134.72 | \$138.77 | \$142.93 | \$147.22 | \$151.63 | \$156.18 |
| D. PUBLIC WORKS                               |          |          |          |          |          |          |          |          |          |          |          |          |
| STREET & HIGHWAYS                             | \$2,952  | \$3,040  | \$3,131  | \$3,225  | \$3,322  | \$3,455  | \$3,593  | \$3,737  | \$3,886  | \$4,042  | \$4,203  | \$4,371  |
| PER CAPITA COST                               | \$23.65  | \$24.36  | \$25.09  | \$25.84  | \$26.62  | \$27.68  | \$28.79  | \$29.94  | \$31.14  | \$32.39  | \$33.68  | \$35.03  |
| PARKS, TREES & LANDSCAPE                      | \$594    | \$612    | \$630    | \$649    | \$669    | \$689    | \$710    | \$731    | \$753    | \$775    | \$799    | \$823    |
| PER CAPITA COST                               | \$12.38  | \$12.75  | \$13.13  | \$13.53  | \$13.93  | \$14.35  | \$14.78  | \$15.23  | \$15.68  | \$16.15  | \$16.64  | \$17.14  |
| E. ENGINEERING                                | \$1,011  | \$1,041  | \$1,072  | \$1,105  | \$1,138  | \$1,183  | \$1,231  | \$1,280  | \$1,331  | \$1,384  | \$1,440  | \$1,497  |
| PER CAPITA COST                               | \$8.10   | \$8.34   | \$8.59   | \$8.85   | \$9.12   | \$9.48   | \$9.86   | \$10.25  | \$10.67  | \$11.09  | \$11.54  | \$12.00  |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$6,538  | \$6,734  | \$6,936  | \$7,145  | \$7,359  | \$7,653  | \$7,959  | \$8,278  | \$8,609  | \$8,953  | \$9,311  | \$9,684  |
| PER CAPITA COST                               | \$52.39  | \$53.96  | \$55.58  | \$57.25  | \$58.97  | \$61.32  | \$63.78  | \$66.33  | \$68.98  | \$71.74  | \$74.61  | \$77.59  |
| G. FIRE SUPPRESSION                           | \$1,962  | \$2,021  | \$2,082  | \$2,144  | \$2,209  | \$2,275  | \$2,343  | \$2,413  | \$2,486  | \$2,560  | \$2,637  | \$2,716  |
| PER CAPITA COST                               | \$40.88  | \$42.11  | \$43.37  | \$44.67  | \$46.01  | \$47.39  | \$48.81  | \$50.28  | \$51.79  | \$53.34  | \$54.94  | \$56.59  |
| H. WATER                                      | \$10,445 | \$10,759 | \$11,081 | \$11,414 | \$11,756 | \$12,109 | \$12,472 | \$12,846 | \$13,232 | \$13,629 | \$14,038 | \$14,459 |
| PER CAPITA COST                               | \$217.61 | \$224.14 | \$230.86 | \$237.79 | \$244.92 | \$252.27 | \$259.84 | \$267.63 | \$275.66 | \$283.93 | \$292.45 | \$301.22 |
| I. SANITARY DISTRICT                          | \$3,642  | \$3,752  | \$3,864  | \$3,980  | \$4,099  | \$4,222  | \$4,349  | \$4,479  | \$4,614  | \$4,752  | \$4,895  | \$5,042  |
| PER CAPITA COST                               | \$75.88  | \$78.16  | \$80.50  | \$82.92  | \$85.40  | \$87.97  | \$90.60  | \$93.32  | \$96.12  | \$99.01  | \$101.98 | \$105.04 |
| TOTAL COST                                    | \$31,915 | \$32,873 | \$33,859 | \$34,875 | \$35,921 | \$37,151 | \$38,423 | \$39,740 | \$41,103 | \$42,514 | \$43,974 | \$45,488 |
| NET CITY INCOME FROM OPERATIONS               | \$3,267  | \$3,344  | \$3,423  | \$3,503  | \$3,586  | \$3,519  | \$3,444  | \$3,359  | \$3,265  | \$3,160  | \$3,045  | \$2,919  |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |          |          |          |          |          |          |          |          |          |          |          |          |
| PROPERTY TAX INCREMENT - GROSS                | \$30,000 | \$30,600 | \$31,212 | \$31,836 | \$32,473 | \$33,122 | \$33,785 | \$34,461 | \$35,150 | \$35,853 | \$36,570 | \$37,301 |
| AGENCY OPERATING EXPENSES                     | \$474    | \$489    | \$503    | \$518    | \$534    | \$550    | \$566    | \$583    | \$601    | \$619    | \$637    | \$657    |
| NET AGENCY INCOME                             | \$29,526 | \$30,111 | \$30,709 | \$31,318 | \$31,939 | \$32,573 | \$33,219 | \$33,877 | \$34,549 | \$35,234 | \$35,932 | \$36,645 |
| TOTAL CITY AND AGENCY INCOME                  | \$32,792 | \$33,455 | \$34,131 | \$34,821 | \$35,525 | \$36,092 | \$36,662 | \$37,236 | \$37,814 | \$38,394 | \$38,978 | \$39,563 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
DINNER/MUSIC THEATERS  
REVENUE/COST PROJECT SUMMARY

| YEAR                                          | 1         | 2         | 3         | 4         | 5           | 6           | 7           | 8           | 9           | 10          | 11          | 12          |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| CITY REVENUE AND COSTS                        |           |           |           |           |             |             |             |             |             |             |             |             |
| I. PROJECT GENERATED CITY REVENUE             |           |           |           |           |             |             |             |             |             |             |             |             |
| A. SALES TAX                                  | \$600,000 | \$618,000 | \$636,540 | \$655,636 | \$675,305   | \$695,564   | \$716,431   | \$737,924   | \$760,062   | \$782,864   | \$806,350   | \$830,540   |
| B. PROPERTY TAX                               | \$25,200  | \$25,704  | \$26,218  | \$26,742  | \$27,277    | \$27,823    | \$28,379    | \$28,947    | \$29,528    | \$30,116    | \$30,719    | \$31,333    |
| C. FRANCHISE FEES                             | \$3,249   | \$3,346   | \$3,446   | \$3,550   | \$3,656     | \$3,766     | \$3,879     | \$3,995     | \$4,115     | \$4,239     | \$4,366     | \$4,497     |
| PER CAPITA REVENUE                            | \$16.92   | \$17.43   | \$17.95   | \$18.49   | \$19.04     | \$19.81     | \$20.60     | \$21.42     | \$22.28     | \$23.17     | \$24.10     | \$25.06     |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00  | \$291.49  | \$300.23  | \$309.24  | \$318.52    | \$331.26    | \$344.51    | \$358.29    | \$372.62    | \$387.53    | \$403.03    | \$419.15    |
| D. FINES, FORFEITURES & PENALTIES             | \$730     | \$751     | \$774     | \$797     | \$821       | \$846       | \$871       | \$897       | \$924       | \$952       | \$981       | \$1,010     |
| PER CAPITA REVENUE                            | \$3.80    | \$3.91    | \$4.03    | \$4.15    | \$4.28      | \$4.45      | \$4.63      | \$4.81      | \$5.00      | \$5.20      | \$5.41      | \$5.63      |
| E. DEVELOPMENT IMPACT FEES                    | \$0       | \$0       | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| F. MOTOR VEHICLE IN-LIEU                      | \$0       | \$0       | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$41.37   | \$42.61   | \$43.89   | \$45.21   | \$46.56     | \$48.42     | \$50.36     | \$52.38     | \$54.47     | \$56.65     | \$58.92     | \$61.27     |
| G. STATE GASOLINE TAX                         | \$0       | \$0       | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| PER CAPITA REVENUE                            | \$21.33   | \$21.97   | \$22.63   | \$23.31   | \$24.01     | \$24.97     | \$25.97     | \$27.00     | \$28.08     | \$29.21     | \$30.38     | \$31.59     |
| H. TRANSIENT OCCUPANCY TAX                    | \$0       | \$0       | \$0       | \$0       | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         | \$0         |
| I. WATER CHARGES                              | \$41,781  | \$43,035  | \$44,326  | \$45,655  | \$47,025    | \$48,436    | \$49,889    | \$51,386    | \$52,927    | \$54,515    | \$56,150    | \$57,835    |
| J. SANITARY SERVICE CHARGES                   | \$14,569  | \$15,008  | \$15,456  | \$15,920  | \$16,397    | \$16,889    | \$17,396    | \$17,918    | \$18,456    | \$19,009    | \$19,579    | \$20,167    |
| TOTAL REVENUE                                 | \$685,528 | \$705,842 | \$726,760 | \$748,301 | \$770,483   | \$793,324   | \$816,846   | \$841,067   | \$866,010   | \$891,695   | \$918,145   | \$945,382   |
| II. CITY OPERATING COSTS                      |           |           |           |           |             |             |             |             |             |             |             |             |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$6,563   | \$6,759   | \$6,962   | \$7,171   | \$7,386     | \$7,602     | \$7,829     | \$8,058     | \$8,289     | \$8,522     | \$8,757     | \$8,993     |
| PER CAPITA COST                               | \$34.18   | \$35.21   | \$36.26   | \$37.35   | \$38.47     | \$40.01     | \$41.61     | \$43.27     | \$45.00     | \$46.80     | \$48.68     | \$50.62     |
| B. COMMUNITY DEVELOPMENT                      | \$5,426   | \$5,589   | \$5,756   | \$5,929   | \$6,107     | \$6,351     | \$6,605     | \$6,869     | \$7,144     | \$7,430     | \$7,727     | \$8,036     |
| PER CAPITA COST                               | \$28.28   | \$29.11   | \$29.98   | \$30.88   | \$31.81     | \$33.08     | \$34.40     | \$35.78     | \$37.21     | \$38.70     | \$40.25     | \$41.86     |
| C. PUBLIC SAFETY                              | \$21,663  | \$22,313  | \$22,983  | \$23,672  | \$24,382    | \$25,114    | \$25,867    | \$26,643    | \$27,442    | \$28,266    | \$29,114    | \$29,987    |
| PER CAPITA COST                               | \$112.83  | \$116.21  | \$119.70  | \$123.29  | \$126.99    | \$130.80    | \$134.72    | \$138.77    | \$142.93    | \$147.22    | \$151.63    | \$156.18    |
| D. PUBLIC WORKS                               |           |           |           |           |             |             |             |             |             |             |             |             |
| STREET & HIGHWAYS                             | \$11,806  | \$12,160  | \$12,525  | \$12,901  | \$13,288    | \$13,819    | \$14,372    | \$14,947    | \$15,545    | \$16,167    | \$16,813    | \$17,486    |
| PER CAPITA COST                               | \$23.65   | \$24.36   | \$25.09   | \$25.84   | \$26.62     | \$27.68     | \$28.79     | \$29.94     | \$31.14     | \$32.39     | \$33.68     | \$35.03     |
| PARKS, TREES & LANDSCAPE                      | \$2,377   | \$2,448   | \$2,522   | \$2,597   | \$2,675     | \$2,756     | \$2,838     | \$2,923     | \$3,011     | \$3,101     | \$3,194     | \$3,290     |
| PER CAPITA COST                               | \$12.38   | \$12.75   | \$13.13   | \$13.53   | \$13.93     | \$14.35     | \$14.78     | \$15.23     | \$15.68     | \$16.15     | \$16.64     | \$17.14     |
| E. ENGINEERING                                | \$4,044   | \$4,165   | \$4,290   | \$4,418   | \$4,551     | \$4,733     | \$4,922     | \$5,119     | \$5,324     | \$5,537     | \$5,758     | \$5,989     |
| PER CAPITA COST                               | \$8.10    | \$8.34    | \$8.59    | \$8.85    | \$9.12      | \$9.48      | \$9.86      | \$10.25     | \$10.67     | \$11.09     | \$11.54     | \$12.00     |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$26,153  | \$26,938  | \$27,746  | \$28,578  | \$29,436    | \$30,613    | \$31,837    | \$33,111    | \$34,435    | \$35,813    | \$37,245    | \$38,735    |
| PER CAPITA COST                               | \$52.39   | \$53.96   | \$55.58   | \$57.25   | \$58.97     | \$61.32     | \$63.78     | \$66.33     | \$68.98     | \$71.74     | \$74.61     | \$77.59     |
| G. FIRE SUPPRESSION                           | \$7,849   | \$8,084   | \$8,327   | \$8,577   | \$8,834     | \$9,099     | \$9,372     | \$9,653     | \$9,943     | \$10,241    | \$10,548    | \$10,865    |
| PER CAPITA COST                               | \$40.88   | \$42.11   | \$43.37   | \$44.67   | \$46.01     | \$47.39     | \$48.81     | \$50.28     | \$51.79     | \$53.34     | \$54.94     | \$56.59     |
| H. WATER                                      | \$41,781  | \$43,035  | \$44,326  | \$45,655  | \$47,025    | \$48,436    | \$49,889    | \$51,386    | \$52,927    | \$54,515    | \$56,150    | \$57,835    |
| PER CAPITA COST                               | \$217.61  | \$224.14  | \$230.86  | \$237.79  | \$244.92    | \$252.27    | \$259.84    | \$267.63    | \$275.66    | \$283.93    | \$292.45    | \$301.22    |
| I. SANITARY DISTRICT                          | \$14,569  | \$15,008  | \$15,456  | \$15,920  | \$16,397    | \$16,889    | \$17,396    | \$17,918    | \$18,456    | \$19,009    | \$19,579    | \$20,167    |
| PER CAPITA COST                               | \$75.88   | \$78.16   | \$80.50   | \$82.92   | \$85.40     | \$87.97     | \$90.60     | \$93.32     | \$96.12     | \$99.01     | \$101.98    | \$105.04    |
| TOTAL COST                                    | \$127,662 | \$131,491 | \$135,436 | \$139,499 | \$143,684   | \$148,602   | \$153,692   | \$158,961   | \$164,413   | \$170,058   | \$175,897   | \$181,943   |
| NET CITY INCOME FROM OPERATIONS               | \$557,867 | \$574,351 | \$591,324 | \$608,802 | \$626,798   | \$644,722   | \$663,153   | \$682,107   | \$701,597   | \$721,639   | \$742,248   | \$763,439   |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |           |           |           |           |             |             |             |             |             |             |             |             |
| PROPERTY TAX INCREMENT - GROSS                | \$360,000 | \$367,200 | \$374,544 | \$382,035 | \$389,676   | \$397,469   | \$405,418   | \$413,527   | \$421,797   | \$430,233   | \$438,838   | \$447,615   |
| AGENCY OPERATING EXPENSES                     | \$1,897   | \$1,954   | \$2,013   | \$2,073   | \$2,135     | \$2,199     | \$2,265     | \$2,333     | \$2,403     | \$2,475     | \$2,550     | \$2,626     |
| NET AGENCY INCOME                             | \$358,103 | \$365,246 | \$372,531 | \$379,962 | \$387,540   | \$395,270   | \$403,153   | \$411,194   | \$419,394   | \$427,758   | \$436,288   | \$444,989   |
| TOTAL CITY AND AGENCY INCOME                  | \$915,970 | \$939,597 | \$963,856 | \$988,764 | \$1,014,339 | \$1,039,992 | \$1,066,307 | \$1,093,301 | \$1,120,991 | \$1,149,397 | \$1,178,536 | \$1,208,428 |







CITY OF COACHELLA  
ENTERTAINMENT ZONE  
GOLF COURSES  
REVENUE/COST PROJECT SUMMARY

| YEAR                                          | 1         | 2         | 3         | 4         | 5         | 6         | 7         | 8         | 9         | 10        | 11        | 12        |
|-----------------------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| CITY REVENUE AND COSTS                        |           |           |           |           |           |           |           |           |           |           |           |           |
| I. PROJECT GENERATED CITY REVENUE             |           |           |           |           |           |           |           |           |           |           |           |           |
| A. SALES TAX                                  | \$5,400   | \$5,562   | \$5,729   | \$5,901   | \$6,078   | \$6,260   | \$6,448   | \$6,641   | \$6,841   | \$7,048   | \$7,257   | \$7,475   |
| B. PROPERTY TAX                               | \$9,450   | \$9,639   | \$9,832   | \$10,028  | \$10,229  | \$10,434  | \$10,642  | \$10,855  | \$11,072  | \$11,294  | \$11,519  | \$11,750  |
| C. FRANCHISE FEES                             | \$677     | \$697     | \$718     | \$740     | \$762     | \$785     | \$808     | \$832     | \$857     | \$883     | \$910     | \$937     |
| PER CAPITA REVENUE                            | \$16.92   | \$17.43   | \$17.95   | \$18.49   | \$19.04   | \$19.81   | \$20.60   | \$21.42   | \$22.28   | \$23.17   | \$24.10   | \$25.06   |
| PER ACRE COMMERCIAL REVENUE                   | \$283.00  | \$291.49  | \$300.23  | \$309.24  | \$318.52  | \$331.26  | \$344.51  | \$358.29  | \$372.62  | \$387.53  | \$403.03  | \$419.15  |
| D. FINES, FORFEITURES & PENALTIES             | \$152     | \$157     | \$161     | \$166     | \$171     | \$176     | \$181     | \$187     | \$193     | \$198     | \$204     | \$210     |
| PER CAPITA REVENUE                            | \$3.80    | \$3.91    | \$4.03    | \$4.15    | \$4.28    | \$4.45    | \$4.63    | \$4.81    | \$5.00    | \$5.20    | \$5.41    | \$5.63    |
| E. DEVELOPMENT IMPACT FEES                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| F. MOTOR VEHICLE IN-LIEU                      | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$41.37   | \$42.61   | \$43.89   | \$45.21   | \$46.56   | \$48.42   | \$50.36   | \$52.38   | \$54.47   | \$56.65   | \$58.92   | \$61.27   |
| G. STATE GASOLINE TAX                         | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| PER CAPITA REVENUE                            | \$21.33   | \$21.97   | \$22.63   | \$23.31   | \$24.01   | \$24.97   | \$25.97   | \$27.00   | \$28.08   | \$29.21   | \$30.38   | \$31.59   |
| H. TRANSIENT OCCUPANCY TAX                    | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       | \$0       |
| I. WATER CHARGES                              | \$240,000 | \$247,200 | \$254,616 | \$262,254 | \$270,122 | \$278,228 | \$286,573 | \$295,170 | \$304,025 | \$313,146 | \$322,540 | \$332,216 |
| J. SANITARY SERVICE CHARGES                   | \$10,000  | \$10,300  | \$10,609  | \$10,927  | \$11,255  | \$11,593  | \$11,941  | \$12,299  | \$12,668  | \$13,048  | \$13,439  | \$13,842  |
| TOTAL REVENUE                                 | \$265,679 | \$273,555 | \$281,665 | \$290,017 | \$298,617 | \$307,473 | \$316,593 | \$325,984 | \$335,655 | \$345,614 | \$355,870 | \$366,430 |
| II. CITY OPERATING COSTS                      |           |           |           |           |           |           |           |           |           |           |           |           |
| A. GENERAL GOVERNMENT & ADMINISTRATION        | \$1,367   | \$1,408   | \$1,450   | \$1,494   | \$1,539   | \$1,600   | \$1,664   | \$1,731   | \$1,800   | \$1,872   | \$1,947   | \$2,025   |
| PER CAPITA COST                               | \$34.18   | \$35.21   | \$36.26   | \$37.35   | \$38.47   | \$40.01   | \$41.61   | \$43.27   | \$45.00   | \$46.80   | \$48.68   | \$50.62   |
| B. COMMUNITY DEVELOPMENT                      | \$1,130   | \$1,164   | \$1,199   | \$1,235   | \$1,272   | \$1,323   | \$1,376   | \$1,431   | \$1,488   | \$1,548   | \$1,610   | \$1,674   |
| PER CAPITA COST                               | \$28.26   | \$29.11   | \$29.98   | \$30.88   | \$31.81   | \$33.08   | \$34.40   | \$35.78   | \$37.21   | \$38.70   | \$40.25   | \$41.86   |
| C. PUBLIC SAFETY                              | \$4,513   | \$4,649   | \$4,788   | \$4,932   | \$5,080   | \$5,232   | \$5,389   | \$5,551   | \$5,717   | \$5,889   | \$6,065   | \$6,247   |
| PER CAPITA COST                               | \$112.83  | \$116.21  | \$119.70  | \$123.29  | \$126.99  | \$130.80  | \$134.72  | \$138.77  | \$142.93  | \$147.22  | \$151.63  | \$156.18  |
| D. PUBLIC WORKS                               |           |           |           |           |           |           |           |           |           |           |           |           |
| STREET & HIGHWAYS                             | \$2,460   | \$2,533   | \$2,609   | \$2,688   | \$2,768   | \$2,879   | \$2,994   | \$3,114   | \$3,239   | \$3,368   | \$3,503   | \$3,643   |
| PER CAPITA COST                               | \$23.65   | \$24.36   | \$25.09   | \$25.84   | \$26.62   | \$27.68   | \$28.79   | \$29.94   | \$31.14   | \$32.39   | \$33.68   | \$35.03   |
| PARKS, TREES & LANDSCAPE                      | \$495     | \$510     | \$525     | \$541     | \$557     | \$574     | \$591     | \$609     | \$627     | \$646     | \$666     | \$685     |
| PER CAPITA COST                               | \$12.38   | \$12.75   | \$13.13   | \$13.53   | \$13.93   | \$14.35   | \$14.78   | \$15.23   | \$15.68   | \$16.15   | \$16.64   | \$17.14   |
| E. ENGINEERING                                | \$842     | \$868     | \$894     | \$921     | \$948     | \$986     | \$1,025   | \$1,067   | \$1,109   | \$1,154   | \$1,200   | \$1,248   |
| PER CAPITA COST                               | \$8.10    | \$8.34    | \$8.59    | \$8.85    | \$9.12    | \$9.48    | \$9.86    | \$10.25   | \$10.67   | \$11.09   | \$11.54   | \$12.00   |
| F. BLDG. PLANT, MAINTENANCE AND EQUIP. RENTAL | \$5,449   | \$5,612   | \$5,780   | \$5,954   | \$6,132   | \$6,378   | \$6,633   | \$6,898   | \$7,174   | \$7,461   | \$7,759   | \$8,070   |
| PER CAPITA COST                               | \$52.39   | \$53.96   | \$55.58   | \$57.25   | \$58.97   | \$61.32   | \$63.78   | \$66.33   | \$68.98   | \$71.74   | \$74.61   | \$77.59   |
| G. FIRE SUPPRESSION                           | \$1,635   | \$1,684   | \$1,735   | \$1,787   | \$1,840   | \$1,896   | \$1,953   | \$2,011   | \$2,071   | \$2,134   | \$2,198   | \$2,263   |
| PER CAPITA COST                               | \$40.88   | \$42.11   | \$43.37   | \$44.67   | \$46.01   | \$47.39   | \$48.81   | \$50.28   | \$51.79   | \$53.34   | \$54.94   | \$56.59   |
| H. WATER                                      | \$240,000 | \$247,200 | \$254,616 | \$262,254 | \$270,122 | \$278,228 | \$286,573 | \$295,170 | \$304,025 | \$313,146 | \$322,540 | \$332,216 |
| PER CAPITA COST                               | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      | N.A.      |
| I. SANITARY DISTRICT                          | \$10,000  | \$10,300  | \$10,609  | \$10,927  | \$11,255  | \$11,593  | \$11,941  | \$12,299  | \$12,668  | \$13,048  | \$13,439  | \$13,842  |
| PER CAPITA COST                               | \$75.88   | \$78.18   | \$80.50   | \$82.92   | \$85.40   | \$87.97   | \$90.60   | \$93.32   | \$96.12   | \$99.01   | \$101.98  | \$105.04  |
| TOTAL COST                                    | \$257,892 | \$265,629 | \$273,597 | \$281,805 | \$290,259 | \$299,094 | \$308,198 | \$317,581 | \$327,251 | \$337,217 | \$347,487 | \$358,072 |
| NET CITY INCOME FROM OPERATIONS               | \$7,787   | \$7,926   | \$8,068   | \$8,211   | \$8,357   | \$8,379   | \$8,395   | \$8,403   | \$8,404   | \$8,397   | \$8,382   | \$8,358   |
| REDEVELOPMENT AGENCY REVENUE AND COSTS        |           |           |           |           |           |           |           |           |           |           |           |           |
| PROPERTY TAX INCREMENT - GROSS                | \$135,000 | \$137,700 | \$140,454 | \$143,263 | \$146,128 | \$149,051 | \$152,032 | \$155,073 | \$158,174 | \$161,337 | \$164,564 | \$167,856 |
| AGENCY OPERATING EXPENSES                     | \$1,897   | \$1,954   | \$2,013   | \$2,073   | \$2,135   | \$2,199   | \$2,265   | \$2,333   | \$2,403   | \$2,475   | \$2,550   | \$2,626   |
| NET AGENCY INCOME                             | \$133,103 | \$135,746 | \$138,441 | \$141,190 | \$143,993 | \$146,852 | \$149,767 | \$152,739 | \$155,771 | \$158,862 | \$162,015 | \$165,229 |
| TOTAL CITY AND AGENCY INCOME                  | \$140,890 | \$143,672 | \$146,509 | \$149,401 | \$152,350 | \$155,231 | \$158,161 | \$161,142 | \$164,175 | \$167,260 | \$170,397 | \$173,588 |





(separate document)





(not included)





(not included)











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## **Seismic and Geologic Technical Appendix to the Safety Element of the City of Coachella General Plan Update 2020**

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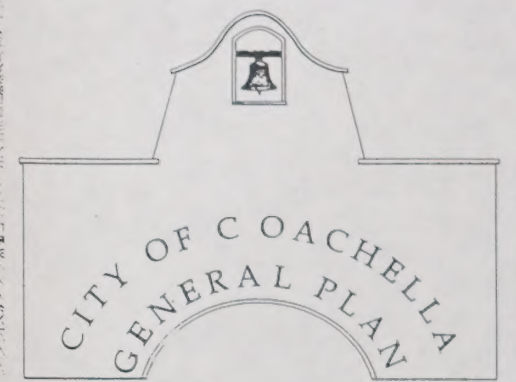
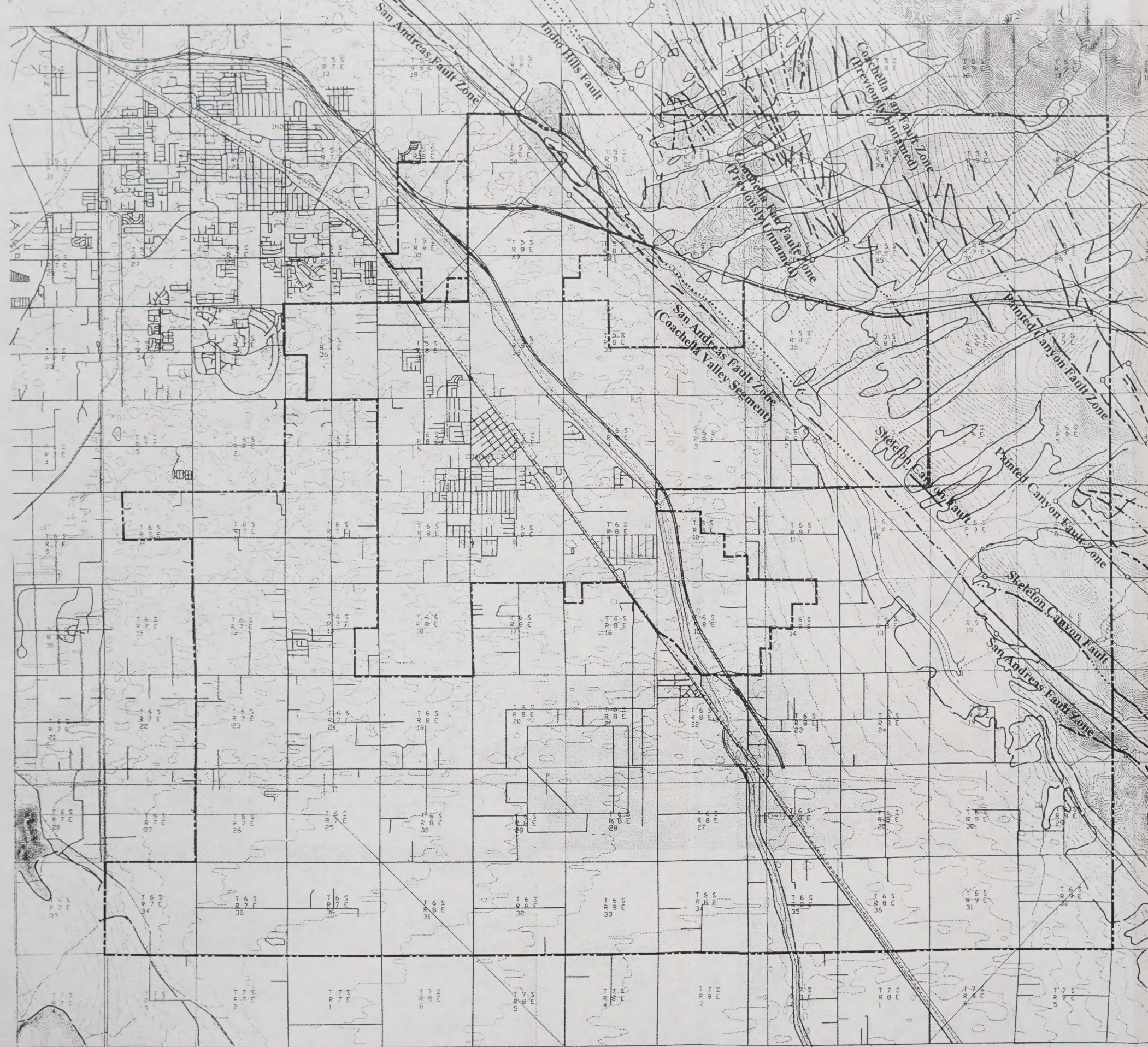
Campbell, K.W. and Bozorgnia, Y., 1994, *Near-source attenuation of peak horizontal acceleration from worldwide accelerograms recorded from 1957 to 1993*, in Fifth U.S. National Conference on Earthquake Engineering, July 10-14, Chicago, Illinois, p. 283-292.

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# **Explanation**

## **Fault Hazard Symbols**

- Active-APEFZ Faults
- Active/Potentially Active Faults

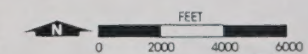
## **Geotechnical Hazards**

- Liquefaction, Landsliding, Expansive Soils, and Wind and Water Erodible Soils Potential.

Coachella General Plan Area

Figure 1

Geotechnical Hazards Summary



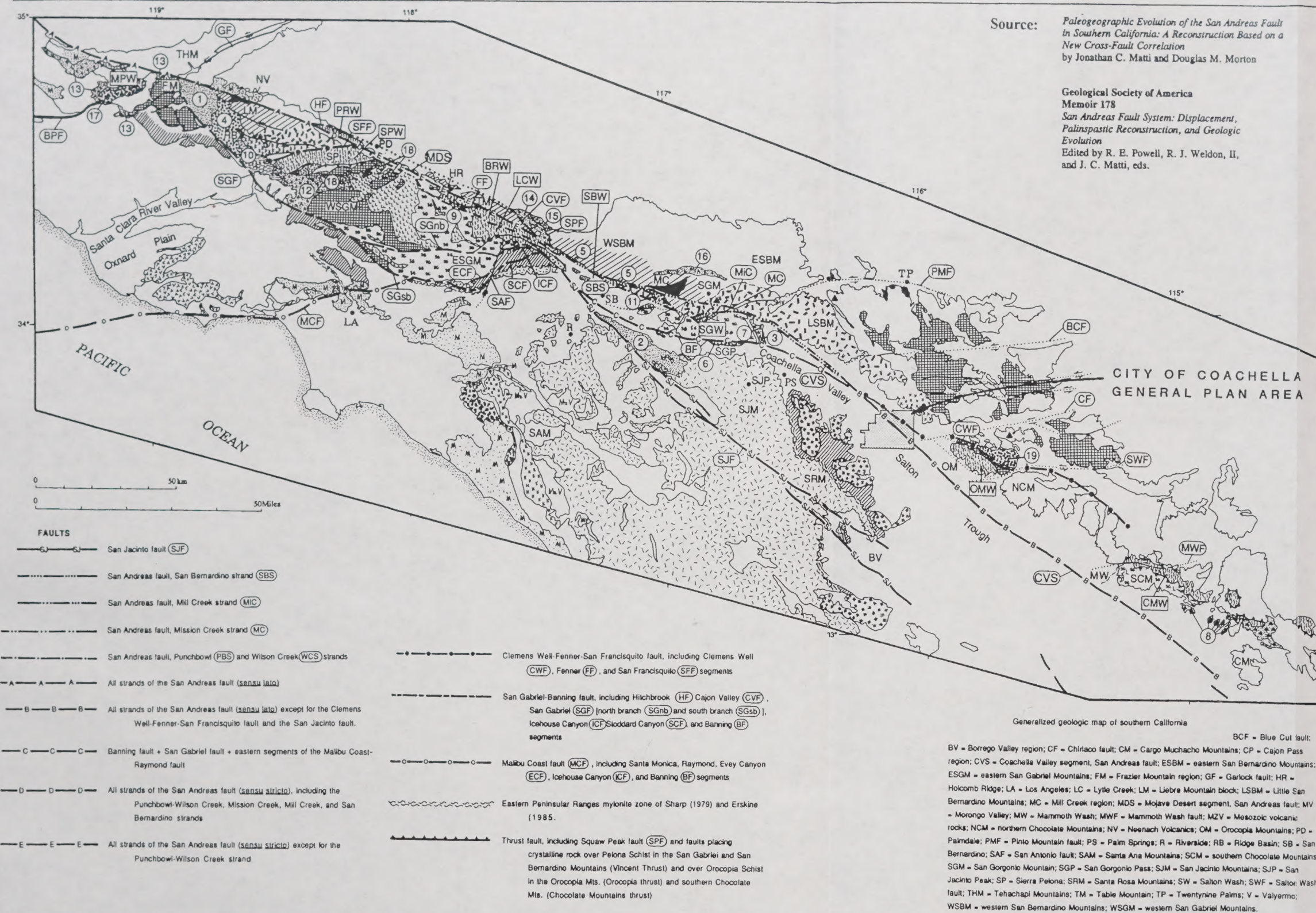
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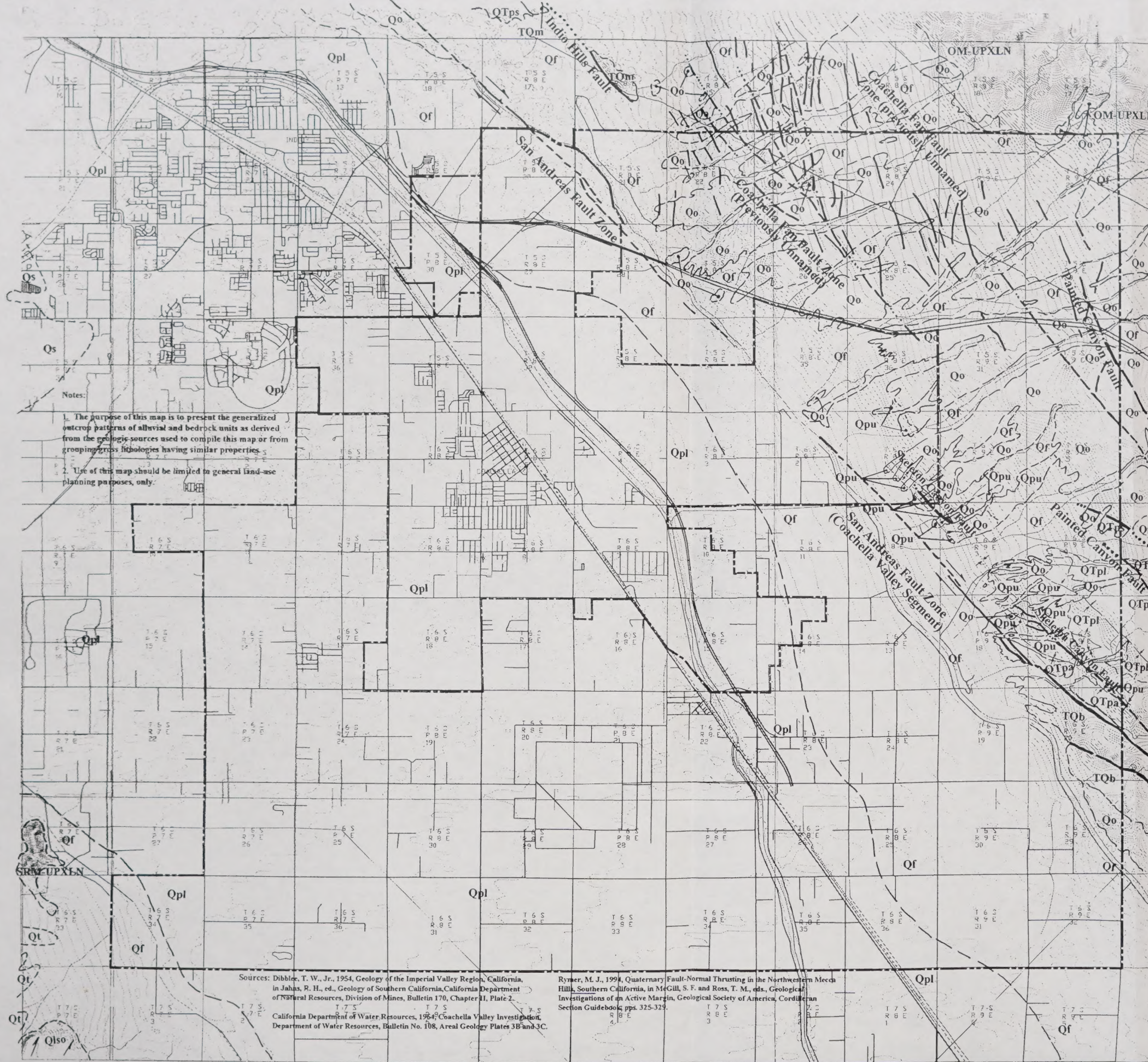
Coachella General Plan Area  
Figure 4

Regional Generalized Geologic Map











## CITY OF COACHELLA

### GENERAL PLAN

#### EXPLANATION

**Geologic Units**

**Pleistocene-Recent**

- Qs - Dune Sand
- Qf - Alluvial Fan and Stream Deposits within Mountain or Hill Areas
- Qpl - Alluvial Plain and Lake Deposits (includes Active Channel Deposits)
- Qt - Older Alluvial Fan and Terrace Deposits
- Qlso - Landslide Deposits, older
- Qo - Ocotillo Conglomerate
- Qpu - Upper Palm Springs Formation

**Pliocene-Pleistocene**

- QTpa - Arkosic facies of the Palm Springs Formation
- QTpl - Lower Palm Springs Formation
- QTps - Undifferentiated Palm Springs Formation
- TQb - Borrego Formation
- TQm - Mecca Formation

**Cretaceous (Miocene?) Pliocene-Post**

- SRM-UPXLN - Upper Plate Crystalline (Granitic) Rocks of the Santa Rosa Mountains Detachment Fault Complex
- OM-UPXLN - Upper Plate Crystalline (Granitic) Rocks of the Orocopia Mountains Detachment Fault Complex

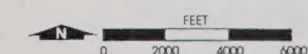
**Geologic Symbols**

- Contact, Dashed Where Inferred and Questionable
- Fault, Dashed Where Approximately Located, Dotted Where Concealed or Inferred, Arrows Indicate Direction of Relative Lateral Movement
- ⤴ --- Anticline, Dashed Where Approximately Located
- ⤵ --- Syncline, Dashed Where Approximately Located
- ⤵⤴ Landslide Areas, Arrows Indicate Direction of Movement

Coachella General Plan Area

Figure 5

Generalized Geologic Map



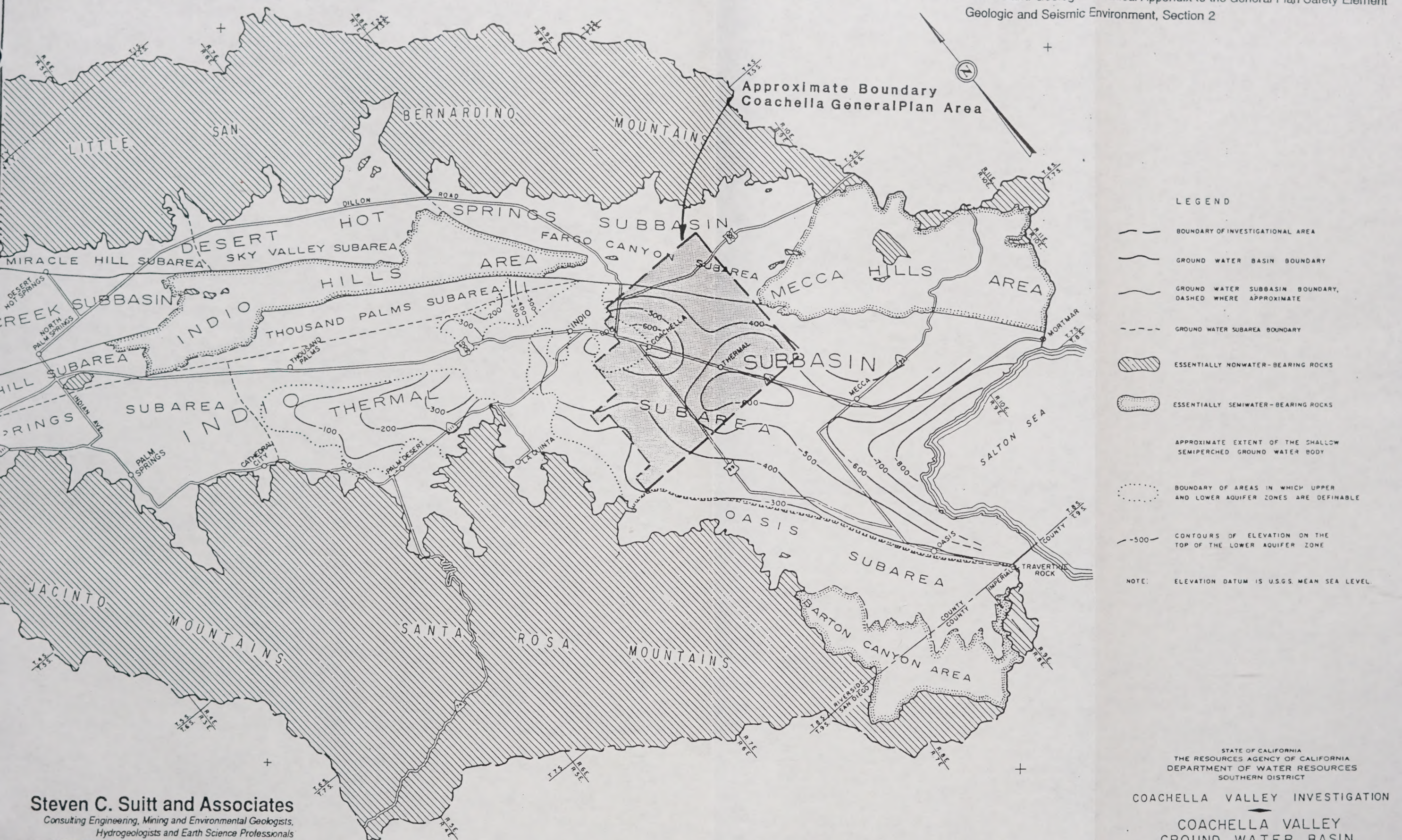
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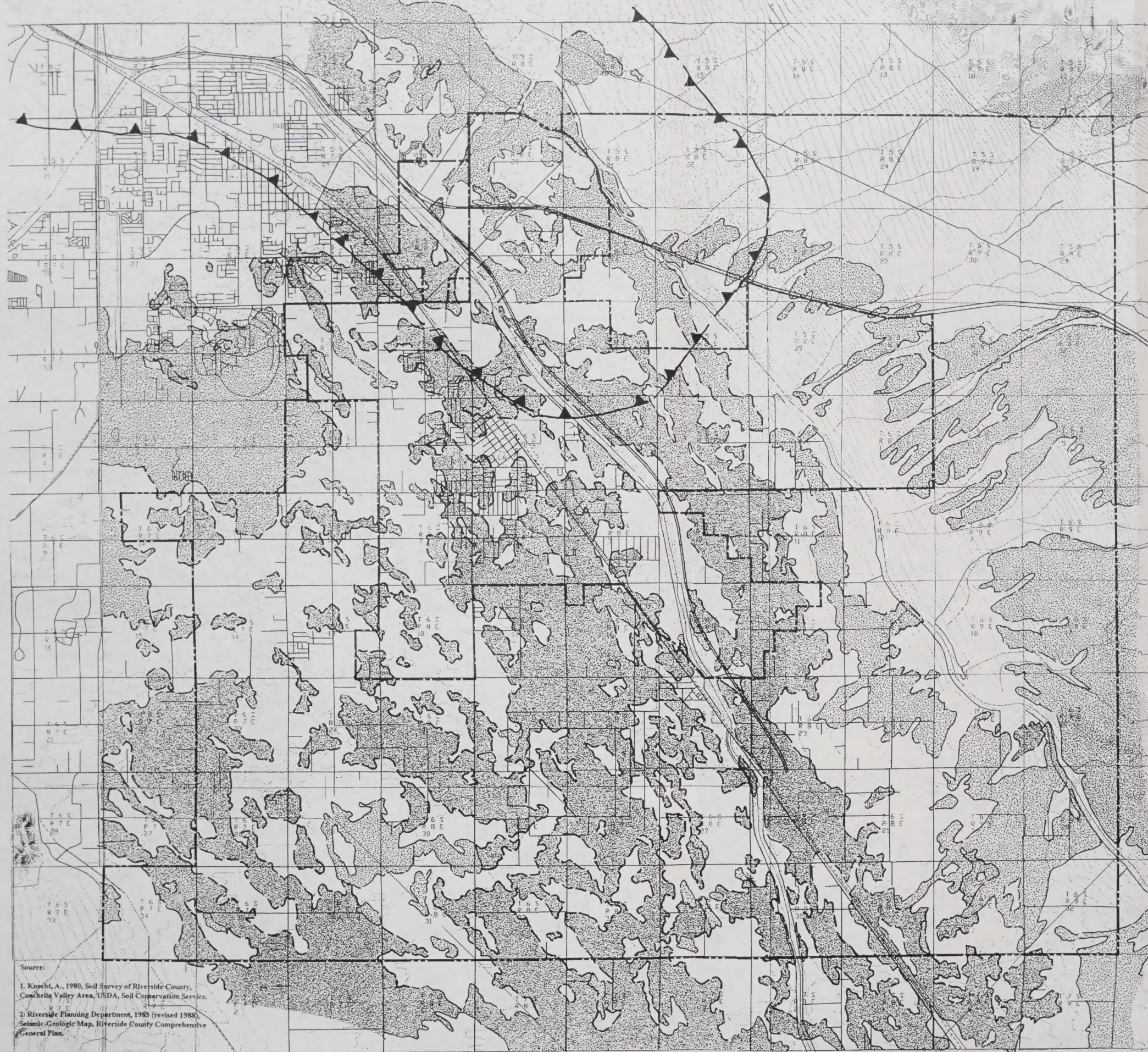
**Figure 30.** Coachella Valley Ground Water Basin, Subbasin and Subarea Map. From: Department of Water Resources, Bulletin 108, 1964.

June 1996









CITY OF COACHELLA  
GENERAL PLAN

**Explanation**  
**Erosion Potential**

-  High to Very High; includes Coachella and Myoma Soil Series (primarily blow sand), and Badlands areas east of the Coachella Canal (water erosion).
-  High; includes Indio Soil Series (primarily wind erosion).
-  Active Blow Sand Area Boundary (Riverside County Planning Department)

**Notes:**

1. The wind and water erosion potential depicted on this map is based on information obtained from the Soil Conservation Service for the Planning Area. Some soils series have been grouped together based on common characteristics. In this regard, the use of this figure should be limited to general land-use planning purposes, only.

**Source:**

1. Knecht, A., 1980, Soil Survey of Riverside County, Coachella Valley Area, USDA, Soil Conservation Service.

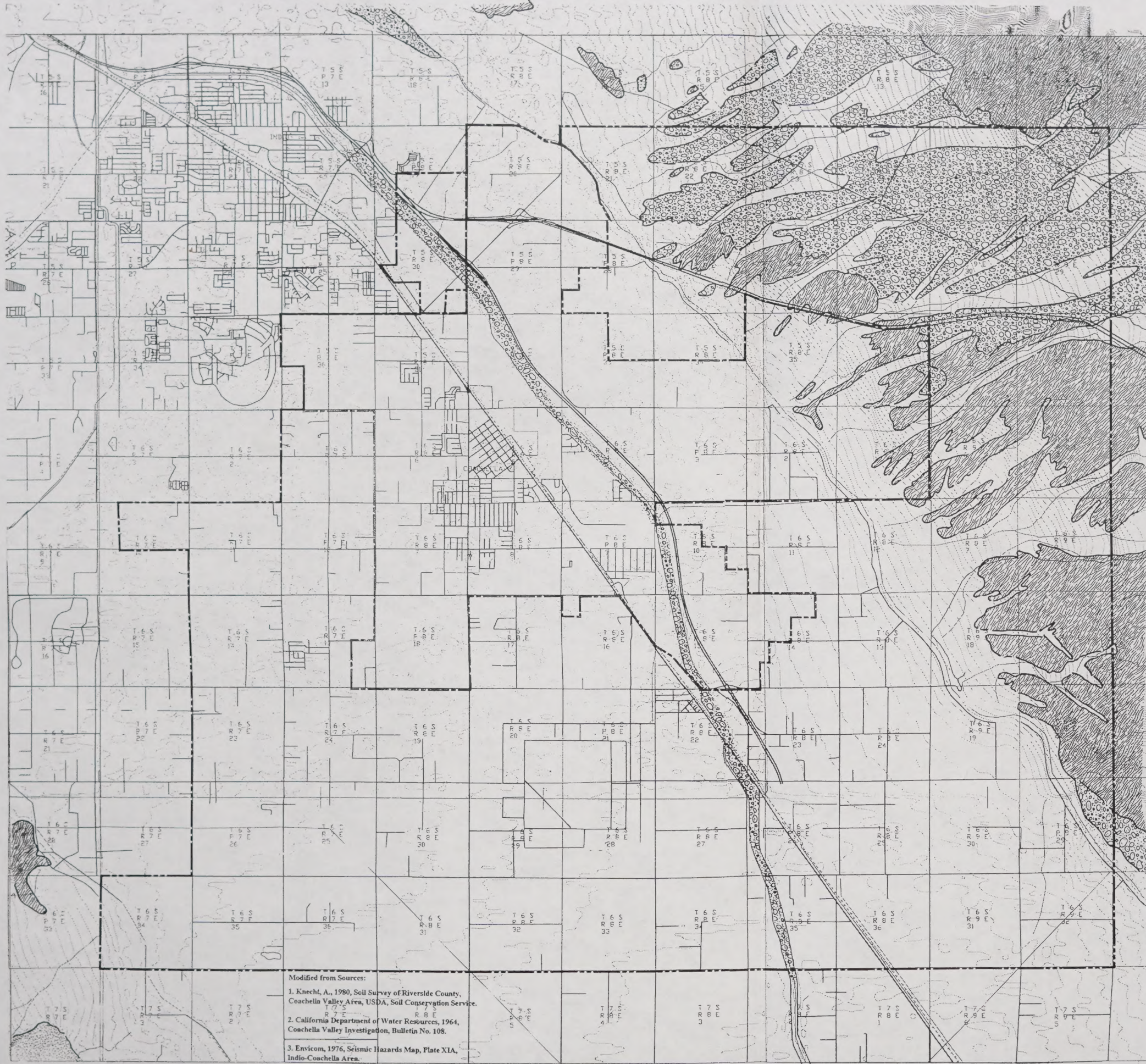
2. Riverside Planning Department, 1983 (revised 1988), Seismic-Geologic Map, Riverside County Comprehensive General Plan.

Coachella General Plan Area  
Figure 36  
Generalized Erosion Potential









CITY OF COACHELLA  
GENERAL PLAN

**Explanation**

**Generalized Landslide Potential**

-  Low to Moderate
-  Moderate to High
-  Mapped, Existing Landslide

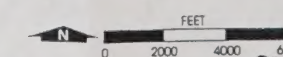
**Notes:**

1. In general, landslide potential is based on soil type, rock type and slope gradient. Most landslides in the Planning Area will occur in the form of stream channel bank failures and debris flows; primarily easterly of the Coachella Canal.
2. Hillside areas with few or no existing landslides or landslide potential may reflect the status of landslide mapping or the presence of landslides less than five acres. This may not preclude the existence of existing landslides or the potential for slope failures outside of landslide prone areas as compiled.
3. Use of this map should be limited to general land-use planning purposes.

Modified from Sources:

1. Knecht, A., 1980, Soil Survey of Riverside County, Coachella Valley Area, USDA, Soil Conservation Service.
2. California Department of Water Resources, 1964, Coachella Valley Investigation, Bulletin No. 108.
3. Envicom, 1976, Seismic Hazards Map, Plate XIA, Indio-Coachella Area.

Coachella General Plan Area  
Figure 37  
Landslide Potential



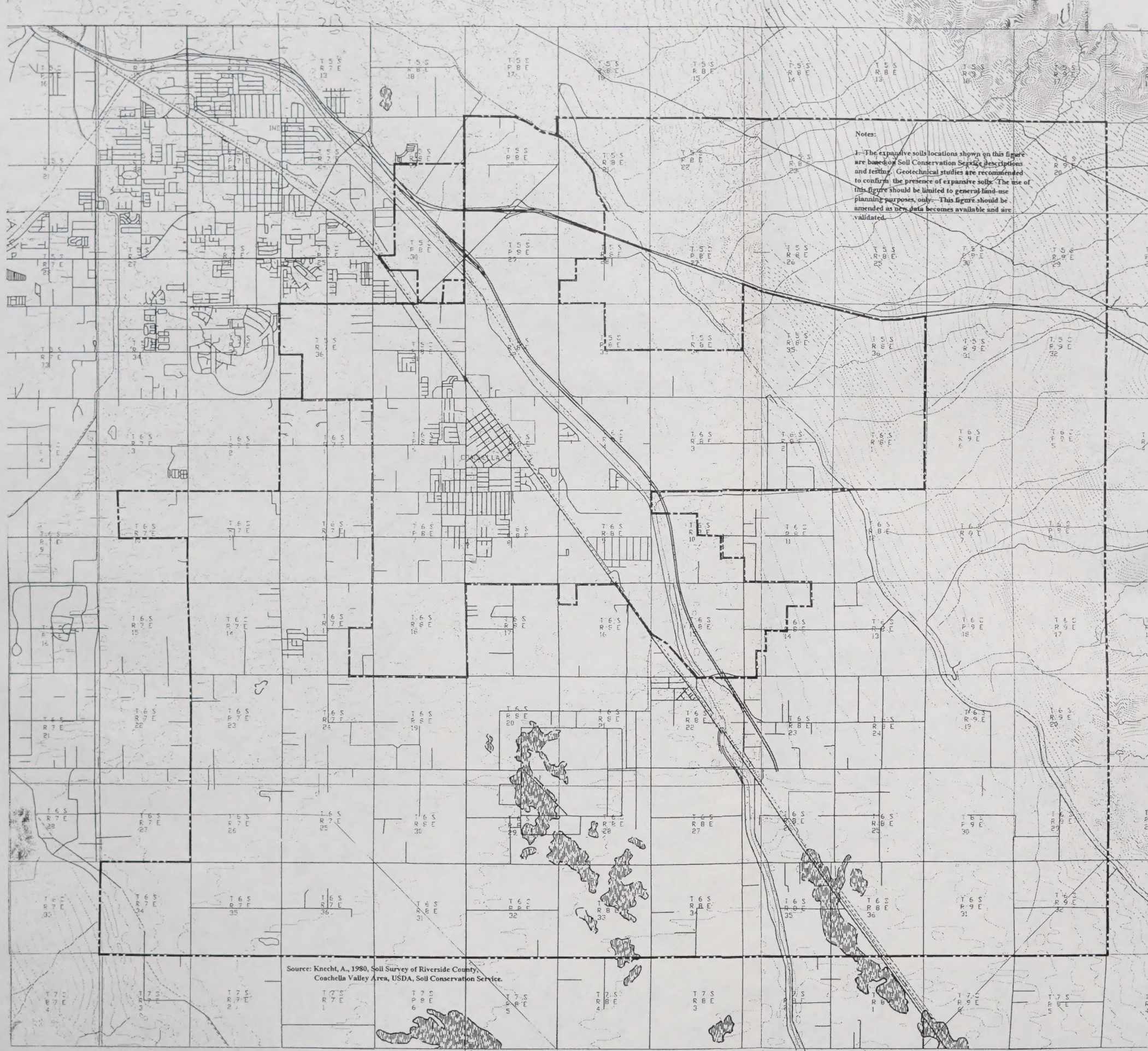
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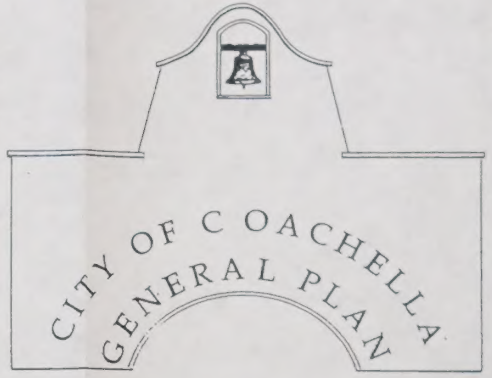






Notes:  
 1- The expansive soils locations shown on this figure are based on Soil Conservation Service descriptions and testing. Geotechnical studies are recommended to confirm the presence of expansive soils. The use of this figure should be limited to general land-use planning purposes only. This figure should be amended as new data becomes available and are validated.

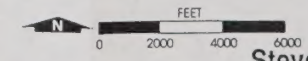
Source: Knecht, A., 1980, Soil Survey of Riverside County, Coachella Valley Area, USDA, Soil Conservation Service.



**Explanation**  
**Generalized Expansion Potential**

 Low to High Expansion Potential; includes soil series classified as Imperial and Salton.

Coachella General Plan Area  
 Figure 41  
 Expansion Potential

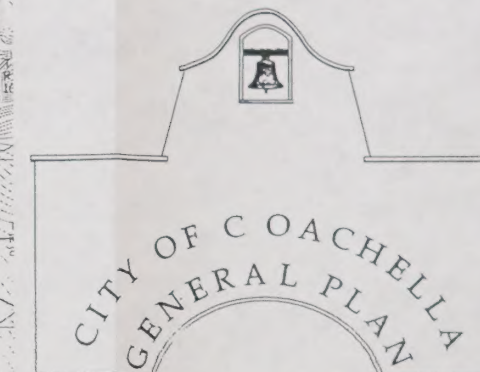
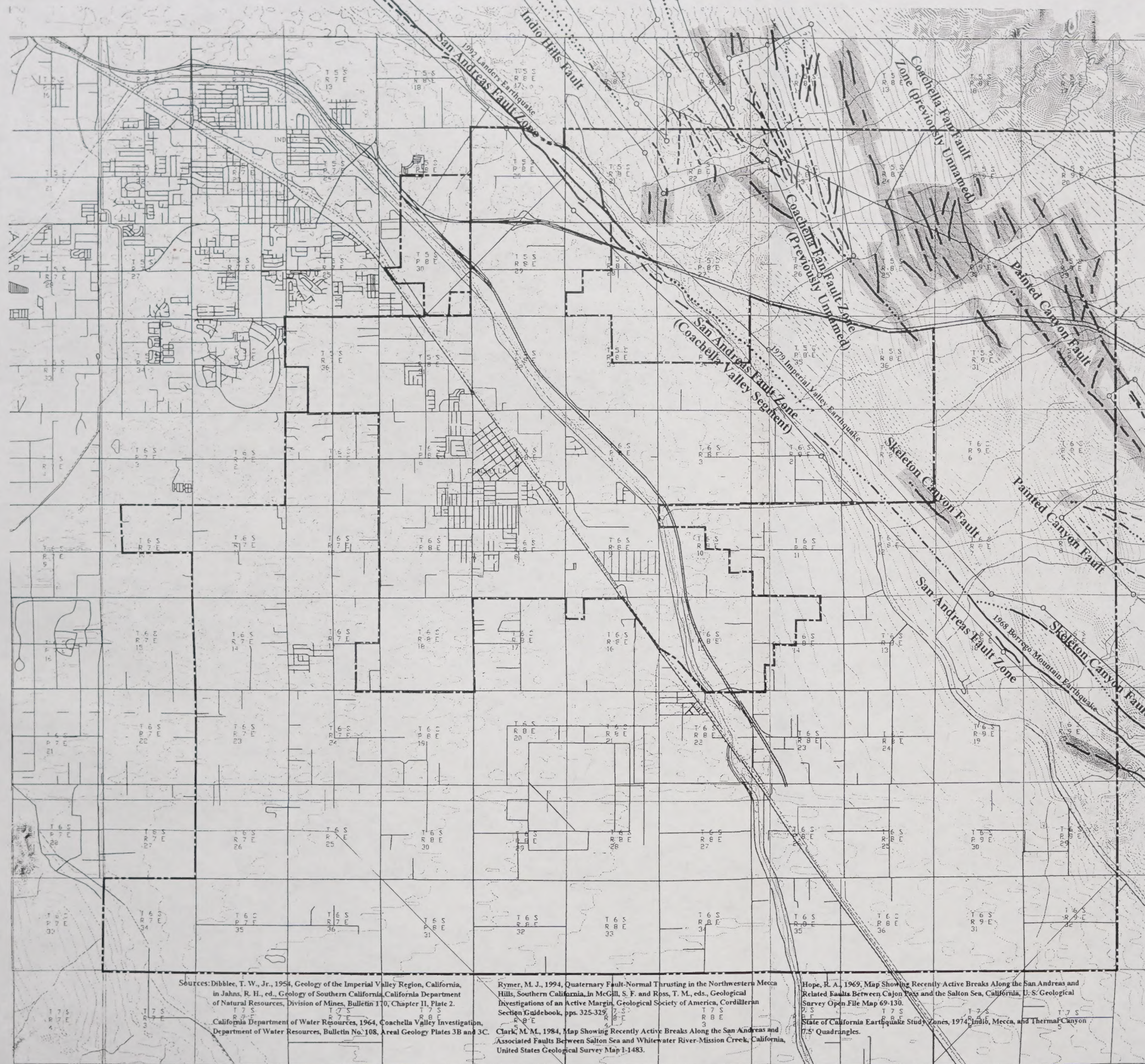


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### Fault Explanation

#### Fault Management Symbols

- Active-APEFZ  
0-11,000 years BP (Before Present) Evidence of historic offset indicated by year of earthquake-associated event.
- Active/Potentially Active  
0-750,000 years BP

#### Fault Map Symbols

- Fault, approx. located.
- Fault, approx. located-concealed.

#### Notes:

1. The main objective of this map is to delineate fault hazards recognized by the CDEG-mandated Alquist-Priolo Earthquake Fault Zone Act (APEFZA). Additional faults inferred to be active or potentially active are included on this map because there is published information or scientific opinion by state or authoritative agencies that indicate that there is a reason to consider them active. Their inclusion is not intended to prohibit development, but to ensure that proposed projects are supported by geological seismic investigations that will provide the most accurate obtainable data on the presence or absence of a hazard, and identify necessary mitigation measures.
2. The fault locations on this map are based on published information. Detailed geological investigations, including trenching studies, make it possible to refine the location and activity status of faults. The use of this figure should be limited to general land-use planning purposes only, and should be amended as new data becomes available and are validated.
3. The width of the fault shading does not define a special study fault. Fault shading is used solely to differentiate active faults and non-APEFZ faults from non-active faults. The width of the shaded zone and fault locations should not be used in lieu of site-specific investigations, evaluations and design.

Coachella General Plan Area

Figure 42

Fault Rupture Hazards



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Sources: Dibble, T. W., Jr., 1954, Geology of the Imperial Valley Region, California, in Johns, R. H., ed., Geology of Southern California, California Department of Natural Resources, Division of Mines, Bulletin 170, Chapter II, Plate 2.

California Department of Water Resources, 1964, Coachella Valley Investigation, Department of Water Resources, Bulletin No. 108, Areal Geology Plates 3B and 3C.

Rymer, M. J., 1994, Quaternary Fault-Normal Thrusting in the Northwestern Mecca Hills, Southern California, in McGill, S. F. and Ross, T. M., eds., Geological Investigations of an Active Margin, Geological Society of America, Cordilleran Section Guidebook, pps. 325-329.

Clark, M. M., 1984, Map Showing Recently Active Breaks Along the San Andreas and Associated Faults Between Salton Sea and Whitewater River-Mission Creek, California, United States Geological Survey Map 1-1483.

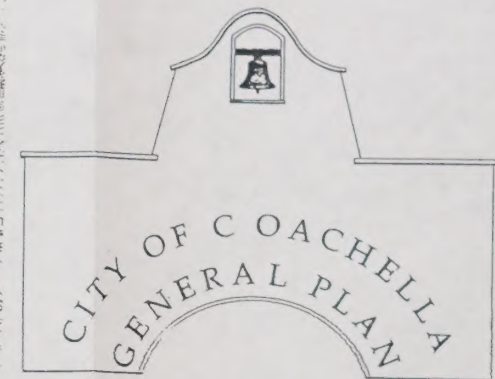
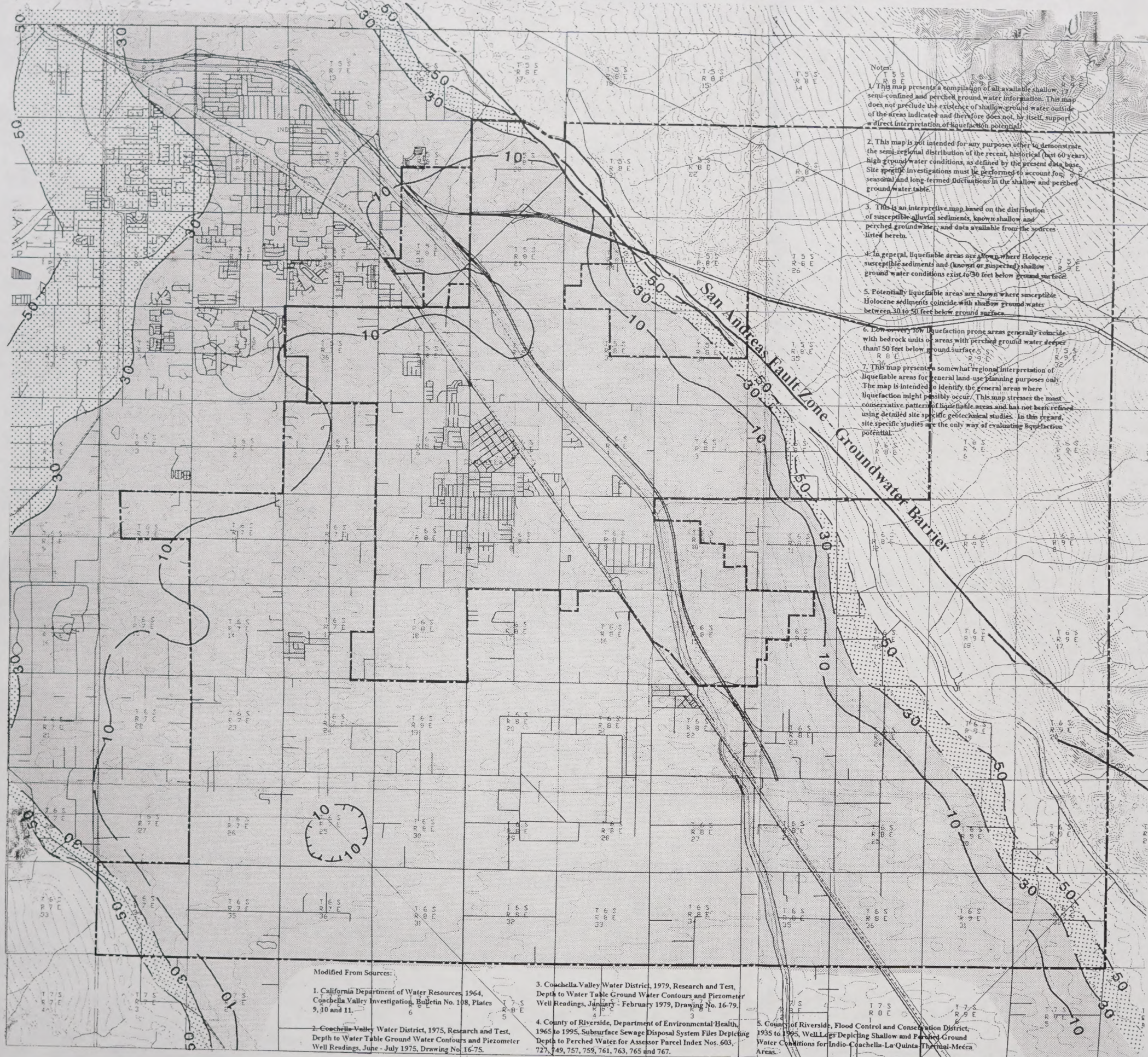
Hope, R. A., 1969, Map Showing Recently Active Breaks Along the San Andreas and Related Faults Between Cajon Pass and the Salton Sea, California, U.S. Geological Survey Open File Map 69-130.

State of California Earthquake Study Zones, 1974, Indio, Mecca, and Thermal-Canyon 7.5' Quadrangles.









**Explanation**  
Shallow and Perched Ground Water

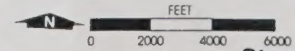
- Depth to Ground Water - Shallow Well Determined
- Depth to Ground Water - Approximately Located

**Explanation**  
Generalized Liquefaction Potential

- Liquefiable Area
- Potentially Liquefiable Areas
- Low to Very Low Liquefaction Potential

Coachella General Plan Area  
Figure 47

**Shallow and Perched Ground Water  
and Generalized Liquefaction Potential**



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- Notes:
1. This map presents a compilation of all available shallow, semi-confined and perched ground water information. This map does not preclude the existence of shallow ground water outside of the areas indicated and therefore does not, by itself, support a direct interpretation of liquefaction potential.
  2. This map is not intended for any purposes other to demonstrate the semi-regional distribution of the recent, historical (last 60 years) high ground water conditions, as defined by the present data base. Site specific investigations must be performed to account for seasonal and long-term fluctuations in the shallow and perched ground water table.
  3. This is an interpretive map based on the distribution of susceptible alluvial sediments, known shallow and perched ground water, and data available from the sources listed herein.
  4. In general, liquefiable areas are shown where Holocene susceptible sediments and (known or suspected) shallow ground water conditions exist to 30 feet below ground surface.
  5. Potentially liquefiable areas are shown where susceptible Holocene sediments coincide with shallow ground water between 30 to 50 feet below ground surface.
  6. Low to very low liquefaction prone areas generally coincide with bedrock units or areas with perched ground water deeper than 50 feet below ground surface.
  7. This map presents a somewhat regional interpretation of liquefiable areas for general land-use planning purposes only. The map is intended to identify the general areas where liquefaction might possibly occur. This map stresses the most conservative pattern of liquefiable areas and has not been refined using detailed site specific geotechnical studies. In this regard, site specific studies are the only way of evaluating liquefaction potential.

Modified From Sources:

1. California Department of Water Resources 1964, Coachella Valley Investigation, Bulletin No. 108, Plates 9, 10 and 11.
2. Coachella Valley Water District, 1975, Research and Test, Depth to Water Table Ground Water Contours and Piezometer Well Readings, June - July 1975, Drawing No. 16-75.
3. Coachella Valley Water District, 1979, Research and Test, Depth to Water Table Ground Water Contours and Piezometer Well Readings, January - February 1979, Drawing No. 16-79.
4. County of Riverside, Department of Environmental Health, 1965 to 1995, Subsurface Sewage Disposal System Files Depicting Depth to Perched Water for Assessor Parcel Index Nos. 603, 727, 749, 757, 759, 761, 763, 765 and 767.

5. County of Riverside, Flood Control and Conservation District, 1935 to 1995, Well Logs Depicting Shallow and Perched Ground Water Conditions for Indio-Coachella-La Quinta Thermal-Mecca Areas.





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